

**Ryan Grosman**  
ACD/Copywriter

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Ryan in 140 characters (because who needs 280): Passionate, hard-working, award-winning, conceptual, innovative ACD/writer with diverse media exper who loves 2 do gr8 work 4 gr8 clients.

## **Where I've Won**

### **2022 Clio Sports Awards**

Bronze in Film – Detroit Pistons “We Hustle Different”  
Bronze in Film Craft – Detroit Pistons “We Hustle Different”

### **2022 The One Show**

Shortlist in Film – Detroit Pistons “We Hustle Different”

### **2019 Marketing Awards**

Gold – Distributel “Eeyou DM”  
Bronze – Ducati Owners Club of Canada “Track Days”

### **2018 Applied Arts Design**

Ducati Owners Club of Canada “Track Days”

### **2016 Marketing Awards**

Silver – BMO “Ball-Star”

### **2016 Media Innovation Awards**

Gold in Digital Innovation – BMO “#TakePause”  
Gold in Social Media – BMO “#TakePause”  
Silver in Social Media – BMO “Ball-Star”  
Bronze in Sponsorships – BMO “Ball-Star”

### **2016 CMA Awards**

Gold in Digital – BMO “Ball-Star”  
Silver in Advertising – BMO “Ball-Star”  
Silver in Community Engagement – BMO “Ball-Star”  
Bronze in Integrated – BMO “Ball-Star”

### **2014 Communication Arts Annual**

Lexus “Amp”

### **2013 Clio Awards**

Bronze – Toronto Jewish Film Festival “Curly”

### **2013 Media Innovation Awards**

Bronze – Johnson Insurance “The Barrie Campaign”

### **2013 ADCCs**

Merit – Mercedes-Benz “Gloves”

### **2012 D&ADs**

In Book – Mercedes-Benz “Moustaches”

### **2012 Communication Arts Design Annual**

Toronto Jewish Film Festival “Curly”

### **2012 National Advertising Awards**

Gold in Print – Drano “Log”

### **2012 Applied Arts**

Toronto Jewish Film Festival “Curly”  
Mercedes-Benz “Moustaches”  
Mercedes-Benz “Moustache Emblem”

### **2012 ADCCs**

Gold – Toronto Jewish Film Festival “Curly”  
Silver – Mercedes-Benz “Moustaches”  
Merit – Mercedes-Benz “Moustache Emblem”  
Merit – Toronto Jewish Film Festival “Entertainer”

### **2012 Marketing Awards**

Bronze – Mercedes-Benz “Moustache Emblem”

### **2011 Applied Arts**

WWF “Ice Caps,” “Drought”

### **2010 Cassies**

Gold in Best Launch – Koodo Mobile

### **2010 Applied Arts**

WWF “Ice for Oil”  
OLG “Fingerprints”

## Where I've Worked

Have worked on practically every medium, including TV, cinema, radio, print, digital, online videos, social media/content, ambient, stunts, out-of-home, XM, DM and POS at the following agencies:

### **Community, Toronto, ON**

*Associate Creative Director/Copywriter (3/2021-Current)*

Lead ACTION Alkaline Water, Fisherman's Friend and Pro Hockey Life accounts. Work on BACARDÍ (Grey Goose/Patrón/Spiced), Crime Stoppers, Detroit Pistons, Paramount+, Perrier, SCJ (Scrubbing Bubbles/Windex/Ziploc), Samsung, TurboTax.

### **Cossette/Critical Mass/Cundari/Diamond/draftLine/FCB/FCB-SIX/John St./MLSE, Toronto, ON**

*Freelance Senior Copywriter (7/2015-11/2017, 7/2018-3/2021)*

Worked on Alcon (Clear Care/Opti-Free), Anheuser-Busch (Michelob Ultra), BMO (Brand/NBA/Raptors), BMW, CBCF, CIBC (CIBC/Simplii), Dempster's, General Mills (Lucky Charms), Green Giant, GSK (Buckley's/NeoCitran), Kijiji (Kijiji/Kijiji Autos), Kruger (Purex/Scotties/SpongeTowels), Labatt (Corona/Stella Artois), Loblaws (Loblaws/PC/Shoppers), MLSE (Argos/e11even/Maple Leafs/Raptors/Real Sports/TFC), McCormick (Stubb's/Thai Kitchen), McDonald's, Meridian Bank, Mitsubishi Motors, Rogers, Royal Canin, Schwarzkopf (Gliss), Tangerine, TD, Tetley, TJX (HomeSense/Marshalls/Winners).

### **Central Station, Toronto, ON**

*Senior Copywriter (11/2017-7/2018)*

Worked on Distributel, DOCC, Lindt, Molson (Belgian Moon/Henry's Hard Soda/Mad Jack), Nike.

### **DentsuBos, Toronto, ON**

*Senior Copywriter (7/2013-7/2015)*

Worked on CAMH, Canon, Constellation Brands (Naked Grape/Sawmill Creek), Manulife, Sapporo (Sapporo/Sleeman), Staples, Toyota (Lexus/Scion/Toyota).

### **Lowe Roche, Toronto, ON**

*Freelance Senior Copywriter (1/2013-4/2013)*

Worked on Johnson Insurance, Mac's, Purina, TFO, Unilever, Warner Bros.

### **BBDO, Toronto, ON**

*Copywriter (9/2011-12/2012)*

Worked on Bayer (Aleve), Campbell's (V8), Canadian Paralympic Committee, FedEx, J&J (Nicorette), Mercedes-Benz/Smart, Molson (Heineken/MGD), Parmalat (Astro/Black Diamond), Pepsi (Doritos/Quaker Harvest Crunch/Ruffles/Tostitos), Shaw, Toronto Jewish Film Festival, Wrigley (Excel).

### **FCB, Toronto, ON**

*Copywriter (4/2009-9/2011)*

Worked on Canada Post, Fairmont Hotels, Molson (Coors/Keystone), OLG, OPA, Purolator, SC Johnson, TD, WSIB, WWF.

### **TAXI 2, Toronto, ON**

*Copywriter (3/2007-2/2009)*

Worked on Allergan (Botox/Juvéderm), ATP, Coca Cola (Dasani/Fresca), Koodo Mobile, M&M Meat Shops, MINI, MLSE (Maple Leafs/Raptors), Parkinson Society Canada, SIR Corp (Jack Astor's), TWN.

### **Leo Burnett, Toronto, ON**

*Copywriter Internship (7/2006-11/2006)*

Worked on Coca Cola (Fruitopia), ConAgra (Chef Boyardee), Moosehead, Nintendo, P&G (Cheer/Gain), Samsung, TheScore, Toronto Humane Society, Visa, Zellers.

## Where I've Learned

### **Seneca College, Toronto, ON**

*Diploma in Creative Advertising*

Graduated with Honours, June 2006

### **University of Western Ontario, London, ON**

*Honours B.A. in Media, Information, and Technoculture (MIT)*

Graduated with Distinction, June 2004

### **University of Western Ontario, London, ON**

*Certificate in Writing*

Graduated with Distinction, June 2004