

NORMA RUIZ GUERRERO

Multicultural / Digital / Non-profit Creative

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As a **MULTICULTURAL/DIGITAL COPYWRITER** I write in two languages, spinning culturally meaningful content that communicates on *and* off the digital grid. Sporting 15 years of award-winning creative experience, my campaigns tend to stand out from the noise of sameness.

NEW MEXICO WORK EXPERIENCE

Owned and creative directed a digital boutique agency between 1996 and 2000 where we digitized a slew of NM government clients like the NM Film Office, NM Department of Economic Development and NM Department of Tourism, Native American non-profits, corporations and won some very cool awards in the process.

NYC WORK EXPERIENCE

Lateral Lawyer Group – 2014 – Present

Branding, web design and social media marketing (project)

Colangelo Synergy Marketing - 2001-present

Copywriter/Adaptations Spanish/English [freelance]

Clients include: DIAGEO brands, **JOHNNIE WALKER**, Tequila Cuervo, Baileys, Ketel One +

TransFast Online Money Transfer - 2013 – Present

Copywriter/Adaptations f/sweepstakes, scripts, online videos and TV spots

TeamDigital - 2013 – 2013

Copywriter/Adaptations

MasterCard Website- NFL Spanish Team Web Page

Lion Television - 2013 June

Multicultural Consultant/Spanish wrote a TV PILOT for Latin American market

Hill Holiday - 2011-2012

Copywriter/Adaptations

Direct mail campaigns for Verizon Fios and **NEW BUSINESS PITCHES**

Globalhue Multicultural - 2004-2006

Copywriter/Adaptations

Verizon Wireless TV, radio, print, **NEW BUSINESS** pitches for United Airlines, Susan B Komen

Grey Advertising WingLatino - 2002-2004

ACD / Spanish copywriter

TV, radio, print for **CoverGirl, Pantene, Goya Food**, US Bank, DIAGEO liquor brands, Febreze

BRANDS: Maybelline, Avon, Philippe Starck, Ciroc, Pantene, Verizon Wireless/Fios +

AWARDS

NYC 2007 Pro Awards - Jose Cuervo *Interliga* Sponsorship

National Addy - Multimedia Self Promotion Reel on CD-ROM

Multi-Media Producer Magazine Top 100 Multi-Media Producers in US (2 consecutive years)

EDUCATION: University of New Mexico - BA Communications, Minor in Spanish Literature
University of Texas at El Paso - BA Political Science