

# Ben Rafuse

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## Work

### J. Walter Thompson

Junior Copywriter / Jan 2019 – Present

- Responsible for delivering clear and creative messaging to audiences across various platforms including Digital, Print, OOH, Social and Experiential.
- Developed numerous slogans, headlines, ideas and concepts for Mazda, HSBC, Coppertone, Figr Cannabis, and the Canadian Premier League.
- Effectively and enthusiastically presented creative work to colleagues and clients.

### trevor//peter

Intern Copywriter / Oct 2018 – Dec 2018

- Developed various slogans, headlines, ideas and concepts for Greentank Tech, The Bentway, Red Bull, Smirnoff, and Nike.
- In my first week, coined a corporate slogan for Greentank Tech.
- Wrote and conceptualized Outdoor Skating campaign for The Bentway.
- Regularly edited internal documents for agency. Wrote captions and influenced creative direction of agency's Instagram account.

### Inventa

Brand Ambassador / May 2013 – Sept 2016

- Enthusiastically connected brands to consumers through high-impact experiential activations and promotions.
- Always was well-informed in regard to product and demographic information.
- Responsible for communicating key messages to people, creating brand excitement for Nestea and Natrel Milk.
- Maintained an energetic and outgoing relationship with both consumers and my team.

## School

### Humber College

Certificate in Advertising Copywriting / 2018

### Sheridan College

Diploma in Marketing & Advertising / 2016

## Skills

Adobe Photoshop, InDesign, Illustrator, Avid Pro Tools