

Michelle Roufa

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2019 – present

Freelance Creative Director

Etsy, Intel, Cognizant

2017 – 2019

Mcgarrybowen, Executive Creative Director

United Airlines, Verizon, Audible

2002 – 2017

Group Creative Director

Chevron, Verizon, Intel

2002 - 2016

Freelance writer / Creative Director

Agencies including Cog, Red Fuse (Paris), Ogilvy & Mather, Havas, SS+K, Renegade, DeVito Verdi, Hill Holliday, Saatchi & Saatchi, DraftFCB, Y&R, Digitas, Wolff Olins, Doremus

Clients including: Intel, Sodastream, Diageo (Tequila Don Julio), NCAA, Canada Dry, Staples, Crayola, Dove, Ikea, Ragu, Samsung, Duane Reade, LG, Ask.com, Arby's, MercyCorps, Time Warner Cable, Evian, Jaguar, Tanqueray, 7-Up Plus, WaMu, Road Runner, Marriott Courtyard, JCP, New York Life, Universal Pictures, Malibu Rum, AOL, All Detergent, Verizon

Pitches won: Intel, Staples, S.C. Johnson, Philips Electronics, Reckitt Bensicker (social media)

The Norma Gene (novel) published August 2015 by Bitingduck Press

2001 – 2002 (partial)

Eisner Communications, Creative Director of Broadcast

Maryland Lottery, The Nature Conservancy, United Way

1999 – 2001

M&C Saatchi, Associate Creative Director

British Airways, Vitamin Shoppe.com, Jason Bunin Menswear

1997 – 1999

Freelance writer

Agencies including Merkle Newman Harty, Ammirati Lintas, Dweck!, DeVito/Verdi, Deutsch

April 1998

Appeared on Jeopardy. Lost it all on final question. Won a television.

1992 – 1997

Cliff Freeman and Partners, V.P. Senior Copywriter
Little Caesars, Staples, Sauza Tequila (Group Head), Cherry Coke,
Fanta, Beefeater, Ameritech Cellular

1991

Yale University, B.A. cum laude