

Ross Lowinske

Creative Director, Copy

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Professional summary

Serial entrepreneur, restless dreamer, and award-winning creative leader.

I've held some of the most senior roles in advertising—CCO, SVP, and ECD—but my favorite title remains my first: **Writer**.

Recognized as one of the most awarded creatives in the industry, my work has been featured on the *Today Show* and praised by President Obama for its innovation and impact. Notable campaigns include “**No One Deserves to Die**” and “**What’s Your Maine Thing**”, both earning Effies, One Show Golds, and a long list of accolades.

Before helping Laughlin Constable win *Ad Age’s Small Agency of the Year*, I was a partner at BVK and CCO of RCW. Beyond advertising, I advise multiple nonprofits and, before jumping into the ad world, I worked in film and television—selling a screenplay to **DreamWorks** and a book to **Random House**, where it’s now in excellent hands.

My work has been recognized by **The One Show, D&AD, Clios, Cannes, ADC, Communication Arts, Obies**, and multiple **Gold Effies** for effectiveness.

Employment history

Creative Director/Leadership/Producer, S&A

JAN 2023 - JUL 2024, KANSAS CITY, MO

- Turned market trends into strategic advantages, helping brands make smarter moves. Streamlined production processes to boost efficiency and drive significant cost savings for clients.

Creative Director/Leadership, Brew

JAN 2021 - JAN 2023, LOUISIANA

- Engineered creative strategies that redefined brands and drove unstoppable growth. Led game-changing campaigns that captivated audiences and claimed dominant market share.

Chief Creative Officer, RCW

JAN 2019 - JAN 2021, MILWAUKEE/CHICAGO

Commanded client strategy at RCW, leading high-stakes sessions and directing top-tier creative teams to deliver bold, stakeholder-aligned solutions. Drove exceptional client retention through a relentless, personalized approach that set new industry standards.

SVP, Executive Creative Director, Laughlin Constable

JAN 2012 - JAN 2019, MILWAUKEE

- Forged unbreakable client partnerships and seamlessly united departments to drive results. Mentored and elevated creatives, building a powerhouse team that thrived on innovation and peak performance.

Skills

Big Brand Theory

Creative Vision & Direction

Strategic Innovation

Team Leadership & Organizational Growth

Cross-functional collaboration

Integrated Campaign Development

Digital & Video Expertise

Executive-Level Communication

Presentation & Public Speaking

Budgeting & Resource Allocation

Crisis Management & Problem-Solving

Design & Aesthetic Mastery

Links

[Portfolio](#)

[LinkedIn](#)

Partner, Creative Director, Copywriter, BVK

JAN 2009 - JAN 2012, MILWAUKEE, WI

- Architected powerhouse campaigns at BVK, shaping bold brand narratives that captivated audiences and drove deep, lasting engagement. Transformed client products into cultural standouts, setting new industry benchmarks.

Education

Bachelor of Arts, University of Wisconsin-Milwaukee

MAY 1998

Masters of Arts, University of Wisconsin-Milwaukee

2000

More About Me

Work Experience Highlights

Ignited brand loyalty and engagement with bold, innovative campaigns fueled by strategic collaboration. Transformed big ideas into reality, tackling complex challenges with groundbreaking solutions.

Mastered the art of multitasking, delivering high-impact projects on time without compromising quality. Built powerhouse teams through a culture of accountability, collaboration, and relentless creative ambition.

Engineered creative structures and strategies that elevated talent, fueled growth, and drove exceptional results. Led with authority, evangelizing and selling brand concepts from inception to execution.

Harnessed deep expertise in big-brand strategy, leveraging creativity as a force multiplier in marketing. Spearheaded award-winning campaigns across TV, print, radio, digital, social, and interactive platforms.

As a driving force on the SERVE Marketing board, fused design, culture, media, and the arts to shape a brand movement that resonated beyond the industry.

Awards & Accolades

- The One Show, D&AD, the Clios, the Art Directors Club, Cannes, the Obies, Best Ads on TV, Communication Arts, Graphis, *The Today Show*, as well as multiple Gold Effies for effectiveness