Ron Bock
Associate Creative Director
ron.bock@gmail.com
647 239 2625

For the past 19 years, I have combined a knack for story-telling with a nose for insights to help North Americans make choices that lift their minds, bodies and spirits.

Education

University of Toronto – BA English/Anthropology
Ryerson University – BA Film Studies

Employment

GSW Canada ACD 2018-present
Klick Health Senior Copywriter 2015-2018
Anderson DDB Senior Copywriter /ACD 2004-2015
Lavalife ACD 2003-2004
Leo Burnett/ARC Toronto Copywriter 1999-2003

Skills

I am well versed in all aspects of advertising media, from mass to digital/social media, in-store, promotional and DM. I have written and produced award-winning TV spots, radio spots, print campaigns, digital campaigns/websites, and CRM campaigns for iconic brands, with a focus on Canadian and American consumer pharma brands for over 16 years. I have been mentored by some extraordinary people, so I take great pleasure in passing the knowledge that I have gained along to folks who are just starting out.

Awards

I've collected accolades over the years from Cannes Health Lions, Rx Awards, MM&M Awards, Marketing Awards, and Golden Marbles amongst others. Many ads I worked on have been picked up in other countries like the US, South Africa, and Russia.

Interests

When I'm not telling stories for fun and profit, some of my other interests include:

Music: in my youth I was a bassist/singer in locally popular groups like The Killjoys and Scott B Sympathy. I still enjoy rocking out from time to time.
Journalism: I was a part-time associate producer on the CBC radio program Cross Country Checkup for 14 years.
Film: Also in my youth, I worked in film production, and directed music videos and short films.

I'm an avid reader, history buff, political junky, cyclist and pop culture vulture.

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Experience

US Pharma
Trogarzo
Egrifta
Trintellix
Entyvio
Dexilant
Toujeo
Suboxone
Tanzeum
Provenge
Promacta
Bayer Cardio
Procrit
DePuy
Xolair
Regranex
Remicade
Philips Lifeline

Canadian Pharma
Trintellix
Keytruda
Celgene
Repatha
Venclexta
Synagis
Giotrif
Coppertone
Caltrate
Centrum
Aerius
Mirena
Restylane
Robitussin
Materna
Absorbine Junior
RestoraLAX

General
Visa
Allstate
Froot Loops
Frosted Flakes
Smuckers
Maytag
Zellers
Disney World
Vidal Sassoon
Eggo
Minute Maid/Bibo
Wrigleys
Woodbine Entertainment
Lavaliife

Government and Associations
Myeloma Canada
Advertising Standards Canada
Toronto Transit Commission
Martin Family Initiative
Ontario Chiropractic Association
Ontario Science Centre
Ontario Ministry of Skills Development - Accessibility
Ontario Ministry of Health – Trillium Gift of Life
Ontario Walks
Barbara Schliffer Memorial Clinic
Muriel McQueen Fergusson Centre for Family Violence