

JOHN RATKOWIAK

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EDUCATION

UNC Chapel Hill, Hussman School of Journalism and Media

May 2023

- Media and Journalism, B.A. (Advertising Major) • Entrepreneurship Minor • Honors Carolina, GPA: 3.80

EXPERIENCE

BBDO New York – Art Direction Intern

New York City, NY, June 2023 - Current

- Sold work in on M&M's, Meta, Snickers, and Wholly Guacamole
- Joined two new business pitches, getting disruptive brand activation ideas included in the work
- Performed my rendition of 'Crazy in Love' at Pride Karaoke
- Clients: M&M's, Meta, Bacardi Portfolio, Heineken Portfolio, The Red Cross, Snickers, Wholly, and more

Deutsch NY Summer CAMP – "Happy CAMPer"

New York City, NY, Aug 2022

- Spent a week learning about creative and media planning from Deuschers across all departments
- Fangirled over this Zoom message from CEO Val DiFebo: "You're a great presenter... nice work John"

Influence Digital – Creative Intern

London, England, Jan 2022 – April 2022

- Led ideation on a winning pitch for the Science Museum; concepted metaverse activations for artist pitches
- Gained experience in concepting, design, content production, creative strategy, and content curation
- Earned my status as an unofficial Brit by signing off my emails with "Cheers!"
- Clients: The Science Museum, Luna Cinema, Raymond Gubbay, Nickelodeon, Senbla, Strawberries and Cream, British Counterterrorism and Policing, The Prince's Trust

RPA Advertising – Digital Production Intern

Santa Monica, CA, June 2021 – Aug 2021

- Oversaw brief kickoffs: organized creative teams, scheduled project timelines, and debriefed attendees
- Presented a 30-minute keynote address to the agency on the metaverse: covered advancements in AR, NFTs, and mixed reality, and connected with internal teams and vendors to concept creative campaign ideas
- Learned how to change a flat tire in the middle of Downtown LA
- Clients: ARCO, La-Z-Boy, Cedars Sinai, Pocky

UNC Office of Undergraduate Admissions – Social Media Intern

Chapel Hill, NC, Sept 2020 – May 2021

- Developed innovative and effective social media strategies with professional staff
- Created tailored content across three major platforms: engaged with a combined 28K followers
- Ignored some strongly worded DMs from parents of UNC rejects

LEADERSHIP

Hussman School – Hussman School Ambassador (President - Fall 2021)

- Coordinated school tours, new student orientations, donor and alumni events, and Hall of Fame Galas
- Led the return to in-person visits in Fall 2021: created our tour outline and hosted tour training

Coulture Magazine – Photographer (Co Photo Editor - Fall 2021)

- Concepted and executed fashion photoshoots for our print magazine
- Managed the Photo Team: selected new members and collaborated with the EICs on photo selection

AWARDS + PROGRAMS

- **Outstanding Graduate** of UNC Hussman; an honor given to one graduating senior in the Advertising Major
- **Nominee** – The Webby Awards 2023 (Student Video)
- The 2023 Triangle Addy's - Best in Show, Gold (Art Direction, OOH Campaign): Kleenex, Silver (Packaging): Heineken, Silver (Copywriting), Bronze (Integrated Campaign): Thursday
- **"The Winning Shit"** - Young Shits Dec 2021 • **Finalist** – College Photographer of the Year 2022 (Illustration)
- Proficient: Adobe Illustrator, After Effects, Premiere Pro, XD, Photoshop, InDesign, Lightroom