

Ananta Prameswara Prayitno

Portfolio • anantapra.com

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Creative Director & Copywriter

Experience

In summary • Accomplished creative inspiring brands to act and speak in new, compelling ways.

Brands like • McDonald's, MTN DEW, Jose Cuervo, Trolli, Discover, TYLENOL, Lay's, Adobe, National Peanut Board, bubly, Nerds, Klondike, Black Forest, Southwest Airlines, Harrah's, Essilor, Talenti, Keebler, SweetARTS, Ziploc



Golin • Sept. 2014 to Present
Assoc. CW → Sr. CW → ACD → CD

- > Creative lead for a set of top agency accounts.
- > Responsible for outputs ranging from small-scale digital content to large-scale IRL activations.
- > Builds culturally attuned ideas from presentation to post-production.
- > Develops narratives that earn regular media coverage & occasional virality.
- > Manages junior teams in creating effective copy & design concepts.
- > Provides insightful creative counsel to client partners.
- > Collaborates with agency strategy, account, media & leadership teams for bold campaigns and winning (\$5M+) new business pitches.

Energy BBDO • Jun. 2014 to Aug. 2014
Digital CW (Internship)

GSD&M • Jan. 2014 to May 2014
CW (Internship)

UT Austin • Class of 2014
B.S. Advertising, summa cum laude
Texas Creative Sequence

Excellence

Awards • ADDYs (2x), Cannes Lions, PRSA Silver Anvil, PRWeek (4x), The One Show, SABRE (5x)

Shortlists • Effies, REGGIES, Shorty Awards, Webbys

Work featured in • Ad Age, Adweek, Billboard, Buzzfeed, Creativity, Delish, The Drum, Eater, Fast Company, HYPEBEAST, Modern Copywriter, People, Romper, Saturday Night Live, Thrillist, Trendhunter, The Today Show, The Verge, Vibe, UPROXX

Elsewhere • AIGA mentor & guest speaker (Portfolio Improvement), published poet, spelling bee champion (2x)

Etc

Writing • Branding (identity, voice), copy editing, screenwriting, social, community management, long form (web, print), display, radio, SEO, UX, media materials (press releases, speeches, Q&A's), automated phone lines



Not writing • Conceptual ideation, art direction, production (film, experiential, print), communications strategy, management (project, account, team), research, photography, new business development, fried rice