

RALEIGH DRENNON

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Professional Summary

Agency owner and award-winning executive creative director with more than 25 years of national brand experience in brand development, design, copywriting, account planning, brand strategy and creative direction.

Education

B.A, Political Science, 1984
Miami University, Oxford, Ohio

Professional Experience

Agent

Owner/Executive Creative Director, 2013 - present

Agent is a branding, advertising and design agency based in Lincoln, Nebraska, known for the effectiveness, creativity and big impact of our work. We serve an impressive client roster of local, regional, national and global brands, including Cargill, Allstate and Boeing.

University of Nebraska - Lincoln

Adjunct Instructor, 2017 - present

I teach Strategic & Creative Concepting and Copy & Concept at the College of Journalism and Mass Communications.

Bailey Lauerman

Executive Creative Director, Vice President, 2008 - 2013

I advanced from creative director to executive creative director and lead the rebranding of AMC Theaters, while also working on Allstate Insurance, Cessna Aircraft, Office Max, Disney and other national accounts. During my tenure, the agency was named Ad Age Small Agency of the Year.

Wichita State University

Adjunct Instructor, 2005 - 2007

I taught Advertising Copywriting and Integrated Marketing Campaigns at the Elliott School of Communication.

Greteman Group

Writer-Producer/Vice President, 1998 - 2007

I worked on a number of national accounts, including Royal Caribbean Cruises and Learjet.

Professional Awards

Ad Age Small Agency of the Year

National Addy Awards

Grand Effie

Communication Arts

Graphis Platinum Award