

DWAYNE RAUPP

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10+ *years experience*
**IN DIGITAL
MARKETING**

ENTREPRENEUR—FOUNDER—DESIGNER—TECHNOLOGIST—LEADER

DIGITAL CREATIVE DIRECTOR



 2005

present 

AGENCY LIFE AT ORGANIC

Let's build something together.

DWAYNE RAUPP

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WHO AM I

Seasoned strategic storyteller & leader with agency & startup expertise in concept development, content creation and cutting edge experience design delivery. I've been a TechCrunch 50 finalist, the winner of Funded By Night '11 and a Creative Director at Organic inc. with over 10+ years digital marketing experience.

I like big opportunities and collaborative environments. Always up for a challenge, even a few at a time. *Let's make something great.*

AGENCY LIFE

Organic, Acting Group Creative Director Detroit, MI (2005—Present)

Most recently I have been leading the day-to-day operations and reorganization of the Detroit Creative Department. I've also recently lead and managed the delivery of 10 full scale redesigns for the Hilton Worldwide Corporation in 2011. Throughout my 6+ years at Organic, I've also worn many hats, including information architect, flash developer, art director, engineer and social media lead for Jeep. It's been a long storied tenure, one that I love to tell, so just ask.

Daniel Brian & Associates, Art Director Detroit, MI (2002-2004)

Full time designer and web developer. Heavily involved in developing identity systems, print collateral, billboards, interactive and print media for the agency's three largest clients, Citizens Bank, Henry Ford, and Health Alliance Plan.

ENTREPRENEURIAL LIFE

Gumshoe (Winner of Funded By Night), CEO Detroit, MI (2011—Present)

My second start-up, Gumshoe is a fast-growing location based game that turns life into a world of mystery and you into the detective that must solve it. At the core of Gumshoe is a mobile content delivery engine that creates immersive and contextual stories for players based on the places they go and the social circle they keep.

Gumshoe is the the winner of Funded By Night '11. I presented the company during the FBN contest and I am the acting Chief Marketing Officer and co-founder.

Me-trics (Techcrunch50 Finalist), CCO Detroit, MI (2007—2008)

My first start-up, Me-trics is "the Google analytics for your life." I co-founded Me-trics with two others and successfully pitched the company as a finalist at TechCrunch50 in 2007. I was the acting Chief Creative Officer.

EDUCATION

College for Creative Studies, Detroit MI

Bachelor of Fine Arts, Communication Design 2003

Adjunct Faculty, College for Creative Studies Detroit MI (2011)

Interface Design

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CLIENT LIST

- Hilton Worldwide
- Jeep
- Chrysler
- Dodge
- Ford
- Best Buy
- Geek Squad
- Citizens Bank
- Henry Ford
- Bank of America
- Health Alliance Plan

ACCOLADES

2006

Adweek -- ORGANIC - "Best Use of Web 2.0" - Jeep "Uncharted"

2007

Adobe Site of the Day & Best of 2007 -- ORGANIC- "The Patriot Factor"
IAC Internet Advertising Competition -- ORGANIC - Best Automobile
Interactive Application "The Patriot Factor"
Telly Awards -- ORGANIC. - Jeep "Uncharted" Silver Telly
TechCrunch Finalist TC50 -- ME-TRICS

2008

FWA Site of the Day -- ORGANIC - Jeep "Comfort Module"
Adobe Site of the Day -- ORGANIC - Jeep "Comfort Module"
Communication Arts Interactive Annual -- ORGANIC - Jeep "Comfort
Module"

2010

WMA -- ORGANIC - "Jeep: Come Together"
WMA, Best Website -- ORGANIC - "Dodge Charger Experience"

2011

Funded By Night Finalist -- GUMSHOE
Funded By Night WINNER -- GUMSHOE

Referrals

Available upon request