

# VICTOR RASGAITIS

## BRAND BUILDER + CREATIVE DIRECTOR

I'm a creative leader with an entrepreneurial heart, a strategic mind, and 15 years of experience helping brands make things people love. Because the first job of advertising is to make you glad you saw it.

SEE THE WORK → [RASGAITIS.COM](http://RASGAITIS.COM)  
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### **Director of Brand Marketing, Epic Pass • Vail Resorts (April 2022 – Present)**

For Vail Resorts' multi-mountain season pass business, I'm leading a cross-disciplinary team of marketers to build and evolve one of the ski industry's most famous brands: The Epic Pass.

#### **Ask me about:**

- Giving a famous brand its first foundation (Brand Strategy)
  - The Gondola Gallery by Epic (Brand Activation, PR, and Social)
  - Fulfilling my childhood dream of becoming a ski filmmaker (Film and Story)
  - Launching the My Epic app (Product Marketing)
  - Leading a team of brand marketers to inspiration in a heavily matrixed organization (Management)
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### **Creative Director • The Integer Group (March 2021 – March 2022)**

Clients: Go Off Mute, Duracell, Orgain, Fidelity, Michelin, Febreze, Cascade, Giant Eagle.

### **Associate Creative Director • The Integer Group (Sept 2017 – March 2021)**

Clients: Starbucks, Seattle's Best Coffee, Each & Every, Dawn, Swiffer, Costco.

#### **Ask me about:**

- Flooding the New York City subway system with armpit bouquets (OOH)
  - The top secret future of AA batteries (Film)
  - Leading teams of writers, art directors, and creators to channel their strategic muse (Management)
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### **Associate Creative Director, Copywriter • Barefoot Proximity (Sept 2009 – Aug 2017)**

Clients: Pampers, Braun, Febreze, Swiffer, Dawn, Secret, Tampax, Always Discreet, PGeveryday.com.

#### **Ask me about:**

- "The words are perfect." – Russell Wilson, Seahawks Super Bowl Champion Quarterback (TV)
  - How *Deep Social* changed what email means to the world's largest advertiser (CRM + Loyalty)
  - Leading a team that creatives will beg, borrow, and steal to be a part of (Management)
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### **Ohio University • E.W. Scripps School of Journalism (2005 – 2009)**

Bachelor of Science Journalism, Advertising • Specializations in Marketing and Psychology

**Internships:** DDB Chicago (2009), Slingshot (2008), IMG Arnold Palmer (2007)

#### **Ask me about:**

- Pitching Wii games to Arnold Palmer while he hit tennis balls to a golden retriever off his back porch
- Winning the American Advertising Federation's National Student Advertising Competition
- Learning everything I *really* know about advertising from my band