



VCU Brandcenter Friday Forum

Mar. 25 / 11 am – 12:30 pm / VCU Student Commons Theater / 907 Floyd Ave.

Casey Rand

Copywriter / Amalgamated / Brandcenter Alum '08



Born and raised on the clean streets of Montreal, Casey spent her childhood losing spelling bees to French Canadian kids and listening to Dance Mix '96 on repeat. When the CD finally broke, she enrolled in the Compact Disc Repair program at Queen's University in Ontario, but fell in with the wrong crowd and ended up getting a Bachelor of Commerce instead.

With her prestigious degree, Casey took a job as hostess at a moderately priced sushi restaurant where she made "mad tips," just like the headwaiter promised. But there's only so far one can go in hostessing, so she packed up her bowl of mints and moved to Richmond, where she received an MSC in Communications from VCU.

After a two year stint at BBDO NY, where she did work for AT&T, Starbucks, Mountain Dew and HBO, Casey moved to Amalgamated where she now spends her days thinking up ways to get people to watch the New York Rangers.

Casey is the co-author of *People Who Deserve It*, a Penguin-published book extolling "socially responsible reasons to punch someone in the face." She has never actually punched anyone, but one time in fourth grade, she kicked a guy in the shin for stealing her turkey sandwich.

Casey lives in Brooklyn, NY and has no cats.

Tim Gordon

Creative / Droga5 / Brandcenter Alum '08



Born in Vancouver, Tim spent the first 18 years of his life snowboarding, eating sushi and developing a duck like tolerance for rain.

After 4 years at the University of Western Ontario and a B.A in media studies. Tim did what all Canadians do: borrow money, buy a backpack and try to fill all 24 pages of their passport.

Six months, eight countries and three scooter accidents later Tim returned with more passport stamps than custom officials appreciate. Brief stints in London, Los Angeles and Richmond eventually led to a MSC from the VCU Brandcenter, where, as a student he was featured in the D&AD student annual, *Creativity* and the AICP while also developing content for *Good Magazine*.

Since joining Droga5 in 2008, Tim has worked on PUMA, UNICEF, Coca-Cola, Method, Vestas, Unilever and this one Adam Sandler movie that will remain nameless.

Tim is also the co-author of *People Who Deserve It*, a Penguin-published book extolling "socially responsible reasons to punch someone in the face." An accomplishment his mother ensures him makes her "sort of" proud.

When not at the office, Tim lives in Brooklyn and follows U.S. politics feverishly – even though he can't vote.

Topic / You Too Can Be an Author! 5 easy steps to total self-involvement and an ostrich ascot. (WORKING TITLE)

Descriptor /

Step 1: Find someone who looks like you.

Our history (how we met, our experience at Brandcenter, moving to New York, etc)

Step 2: Be judgmental.

The story of how *People Who Deserve It*, the idea, came to be.

Step 3: Wear fishnets.

Writing, selling and shilling the book.

Step 4: Don't quit your day job.

A bit about our careers in advertising thusfar

A section on *People Who Deserve It* in Advertising.

Step 5: Never stop chasing the golden pipe.

Stay inspired, keep working, yadda yadda yadda