

Julie Smith / Copywriter

Mobile: 404.429.6039

Email: jwords@bellsouth.net

Portfolio: <http://juliesmithcopywriter.com>

SKILLS SUMMARY

Digital	Traditional	Other
<ul style="list-style-type: none">• Website Content• Social Media• Email• Mobile• Web Banners	<ul style="list-style-type: none">• Print• Collateral/POS• Out of Home• Radio Scripting• Television Scripting	<ul style="list-style-type: none">• Mood Boards• PowerPoint• Radio Production• Corporate Video• Webinars

WORK EXPERIENCE

Freelance Copywriter | Atlanta, GA

Nov '13 to Present

Copywriting and creative direction for digital and traditional media, including website content, social media, email, digital banners, print, collateral, out of home, television, radio, PowerPoint presentations, b2c and b2b.

Engauge Marketing, LLC | Atlanta, GA

2010 – 2013

Senior copywriter and creative lead for national and regional accounts, including Dasani Water, Nationwide, HoneyBaked Ham, The Home Depot, United Parcel Service (UPS), AMC Theatres, Food Lion, Georgia Tourism, SeaWorld, WellStar and others. Also concepting and writing for new business pitches with 100% success rate.

Freelance Copywriter | Atlanta, GA

1994 – 2010

Freelance copywriter in all mediums (digital media, print, television, radio, out-of-home), with broad experience in advertising, marketing materials and corporate communications.

Venture Productions | Miami, FL

1991 - 1994

Senior broadcast writer/producer responsible for and/or provided supervision for concepts, treatments, budgets, scriptwriting, casting, pre-production, line-production, VO recording, film transfers, off-line editing, supervising final edits and other post-production services for various clients. Also directed spots on occasion and maintained direct client contact with several accounts.

Freelance Writer/Producer | Birmingham, AL 1990 - 1991

Copywriter for ad agencies and direct-to-client. Also provided radio and television scriptwriting and production services on a regular basis to various corporations and organizations, including financial institutions, universities, medical schools, public utilities and more. Corporate projects included product training, recruitment, sales programs, educational, speechwriting and PSAs.

Perry, Harper & Perry Advertising | Birmingham, AL 1989-1990

Creative director responsible for concepting, copywriting, art direction supervision, client presentations, budget and project management for all agency creative, including print, radio, and television. Frequent client contact.

Central Bank of the South (Compass Bank) | Birmingham, AL 1988 - 1989

Senior copywriter for corporate advertising/marketing department. Creative director for 6 months, supervising all concept, copy, art direction and production projects.

Steiner-Bressler Advertising | Birmingham, AL 1985 - 1988

Senior copywriter for a variety of clients. Work included radio, television, print, direct mail and collateral. Also produced radio spots and co-produced television commercials.

Hatchett & Fagan Direct Response Marketing | Birmingham, AL 1984 - 1985

Associate copywriter for complete direct response packages in a variety of formats. Clients included IBM, Citibank, BellSouth, Blue Cross & Blue Shield and others.

AWARDS & GOOD DEEDS

Over 30 awards including Addy (national, regional, local), Telly, One Show, Art Directors Club, CA, OMMA, AiMA, AAI, IAF, Ad Clubs of America (National) and Pride in Print.

In addition, I have served as volunteer creative director/copywriter for numerous public service campaigns, including AIDS Walk Atlanta, Alabama Red Cross, Birmingham AIDS Outreach, Drug Free For Life, Harvest Foundation, The Hunger Project and Big Brothers & Big Sisters.

EDUCATION

University of Alabama in Birmingham
BA Degree English (*magna cum laude*)

Partial Client List

Food/Beverage

Chik-fil-A
Dasani Water
El Jimador Tequila
Food Lion Grocery Stores
Hershey's Twizzlers
Holly Farms Chicken
HoneyBaked Ham
My Coke Rewards
PretzelMaker
Sour Punch Candy

Financial/Insurance

Alfa Insurance
Allied Insurance
AmSouth Bank
BlueCross & BlueShield Florida
Cannon Financial Institute
Hartford Insurance
Nationwide Insurance
SouthTrust Bank
Synovus Bank
Wells Fargo

Fashion/Home

CarpetMax
Fruit of the Loom Activewear
Glimcher (shopping malls)
Mossy Oak Hunting Clothing
Mercantile (dept. stores)
Rosenthal China
Rubbermaid
Shoe Mart
The Home Depot
Veronica (Dutch MTV)

Technology/Communications

ALLTEL Information Services
BellSouth Telecommunications
ChoicePoint
ContactUS
Hewlett Packard
IBM
ISS (Internet Security Solutions)
Meridian Systems Consulting
NASCO
Oracle

Travel/Hospitality

Alabama Tourism
AMC Theatres
Boulder Tourism
Chateau Elan Resort
Georgia Tourism
Miami C&V Bureau
Hotel Telluride
Key West Inns
Ridgewood Hotels
SeaWorld

Medical/Health

Baptist Medical Centers
Buckhead ENT
DeKalb Co. Health Dept.
DS Medical Supplies
HealthSouth Rehabilitation
Jefferson Co. Health Dept
Kaiser Permanente
Rockdale Hospital
Univ. Alabama in B'ham
Wellstar Hospitals

Real Estate

Alfa Real Estate
Cooper & Grelier Real Estate
Forest Ridge Community
Glenaire Retirement Community
James Creek Tennis Center
Mays Real Estate
Mount Royal Towers
Regency Lakes Community
Rime Companies Real Estate
St. Lucie West Community

Government/Non-Profit

AARP
AIDS Walk Atlanta
Cobb County Government
Federal Student Loan Program
Georgia Dept. Economic Dev.
Georgia Water Pollution Assoc.
Gwinnett County Government
Red Cross of Alabama
USDA (Dept. Agriculture)
U.S. DOD (Dept. of Defense)

Other

ACR Safety and Survival Equip.
CNN
Fort Lauderdale Sun Sentinel
Imagination & Technology
Montego Bay Tanning Equip.
Rachel Ray Ainsworth Dogfood
Radius Communications
Robinson and Assoc.
Tensor Earth Technologies
United Parcel Service

References available upon request.