

# Julie Smith / Copywriter

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Portfolio: <http://juliesmithcopywriter.com>

## SKILLS SUMMARY

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

## WORK EXPERIENCE

**Freelance Copywriter** | Atlanta, GA 2016 to Present

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

**Benchmark Brands** | Atlanta, GA 2013 - 2016

Senior copywriter and creative lead for email, social media and web content. Benchmark Brands is an online footwear retailer and ranks no. 204 on the Internet Retailer 500.

**Engauge Marketing, LLC** | Atlanta, GA 2010 – 2013

Senior copywriter and creative lead for national and regional accounts, including Dasani Water, Nationwide Insurance, HoneyBaked Ham, The Home Depot, United Parcel Service (UPS), AMC Theatres, Food Lion, Georgia Tourism, SeaWorld, WellStar and others. Also conceptualizing 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.

**Steiner-Bressler Advertising** | Birmingham, AL

1989 - 1991

Copywriter for a variety of regional clients in the retail, banking, grocery, insurance and other sectors. Work included radio, television, print, direct mail and collateral. Also produced radio spots and co-produced television commercials.

## **AWARDS & GOOD DEEDS**

Over 30 awards including Addy (national, regional, local), Telly, One Show, Art Directors Club, CA, OMMA, AiMA, AAAI, 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 in 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.**