

# Michael Gurliaccio

Senior Copywriter | Content Strategist | UX Writer

Let's talk about crafting elegant digital experiences, technology improving lives, and why an engaging storyteller is more important than ever before.

## EMPLOYMENT

2018 - present

### **SR. COMMUNICATIONS WRITER** – Anthem, Inc. **Everywhere, Web**

- + Writing UX content for several industry-leading websites and mobile apps
- + Working on a distributed team designers, developers, business leaders, researchers, product managers, and UX experts
- + Helping create the company's first design system

2015 - 2017

### **CONTENT MANAGER/WEB DEVELOPER** – PSA Healthcare **Atlanta, GA**

- + Built and frequently updated two internal training websites
- + Created new content for our company's consumer-facing website
- + Provided new content for a mobile application nurses and managers use

2014 - 2015

### **SENIOR COPYWRITER** – Denmark Advertising **Atlanta, GA**

- + Speechwriter for AIG executives leading an initiative on customer experience
- + Brainstormed and created copy for presentation materials, videos, and event collateral
- + Drafted internal messaging and email campaign in support of enterprise-wide effort

2013 - 2014

### **FREELANCE SENIOR COPYWRITER** – Creative Circle **Seattle, WA**

- + Placed on the Verizon Wireless team, I created web page content for new products and services
- + Supported Verizon website updates with email campaign
- + Conducted research interviews and wrote copy for the F5 Networks B2B website rebranding and relaunch

2009 – 2013

### **SENIOR COPYWRITER** – Sur la Table E-commerce Stores **Seattle, WA**

- + Worked with creative and IT teams to gather requirements, write, and maintain copy for two multi-million dollar/month e-commerce websites
- + Conducted chef interviews and wrote copy for nationwide culinary school's website, and copy for their promotional emails and newsletters

2007 – 2009

### **COPYWRITER** – JWT **Seattle, WA**

- + Conducted stakeholder interviews and wrote copy for websites, landing pages, and print ads for several award-winning Microsoft projects

- + Built integrated campaign, including two award-winning Expedia websites, radio spots, print ads, and email campaigns
- + Created several pitch decks for business development

2006 – 2007

**COPYWRITER** – HMM Advertising and Public Relations **Charlotte, NC**

- + Wrote copy for websites, brochures, and sales sheets for Freightliner trucks
- + Developed copy for internal Bank of America Fitness Program

2004 – 2006

**JUNIOR COPYWRITER** – SJ&P Advertising and Public Relations **Jacksonville, FL**

- + Wrote copy for Clearwire print ads, sales sheets, and email campaigns
- + Wrote copy for Acuvue Contacts sales kits and print ads

2003 – 2004

**FREELANCE COPYWRITER** – Grey Worldwide **Atlanta, GA**

- + Wrote copy for BellSouth and Southern Electric print and display ads
- + Wrote copy for the American Intercontinental University website

## EDUCATION

2015

**WEB DEVELOPMENT IMMERSIVE** – General Assembly **Atlanta, GA**

2001 – 2003

**COPYWRITING** – The Creative Circus **Atlanta, GA**

1989 – 1993

**BACHELOR OF ARTS, PHILOSOPHY** – University of Georgia **Athens, GA**

## ASK ME ABOUT

**I'M A HUGE FAN OF STAND-UP COMEDY.** I'm wild about Steven Wright, Nate Bargatze, David Letterman, George Carlin, Chris Rock, Joan Rivers, Richard Pryor, Lenny Bruce, Robin Williams, and so many more.

**I WAS BORN TO TRAVEL.** Time to discuss Rome, Amsterdam, Prague, Rhodes, Berlin, Sorrento, Athens, Sardinia, Costa Rica, Venice, Playa del Carmen, Cinque Terre, and your favorite.

**I'M REALLY GOOD AT EATING.** I've been told I eat every meal like it's my last. I think that's a compliment. My appetite runs the gamut from sophisticated to seriously simple, classic comfort to what-is-this-EXACTLY?