

Michael Gurliaccio

I'm a content strategist, senior copywriter, and junior developer. I've written for technology, health care, e-commerce, food/entertaining, telecom, and insurance clients to name a few. *I write copy in my sleep, a bit about why i went to GA, 5-year plan for greater role, etc.*

EMPLOYMENT

2018 - present

FREELANCE COPYWRITER/DEVELOPER – Creative Circle Atlanta, GA

- + Created
- + Created
- + Provided

2015 - 2017

CONTENT MANAGER/WEB DEVELOPER – PSA Healthcare Atlanta, GA

- + Created from scratch and frequently updated two employee training sites
- + Created new content for our company's consumer-facing site
- + Provided HTML5, CSS3, and JavaScript development for an Android device our nurses use

2014 - 2015

SENIOR COPYWRITER – Denmark Advertising Atlanta, GA

- + Speech writer for AIG executives, focusing on technology issues
- + Worked with art directors and designers to create internal messaging

2013 - 2014

SENIOR COPYWRITER – Oracle + F5 Networks Seattle, WA

- + Conducted interviews and wrote copy for the company's website relaunch
- + Wrote copy for email campaigns, landing, and sale pages for Verizon

2009 – 2013

SENIOR COPYWRITER – Sur la Table E-commerce Store Seattle, WA

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

2007 – 2009

COPYWRITER – JWT Seattle, WA

- + Wrote copy for two award-winning Expedia websites, as well as radio spots, print ads, and email campaigns
- + Conducted stakeholder interviews and wrote copy for websites and print ads for several award-winning Microsoft projects

2006 – 2007

COPYWRITER – HMM Advertising and Public Relations Charlotte, NC

- + Wrote copy for websites, ads, brochures, and sales sheets for Freightliner trucks
- + Developed and wrote copy for the 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

- + Suspendisse duipurus, scelerisque at
- + Avulputate vitae, pretium mattis, nunc. Mauris eget neque at sem venenatis.

2001 – 2003

COPYWRITING – The Creative Circus Atlanta, GA

- + Suspendisse duipurus, scelerisque at
- + Avulputate vitae, pretium mattis, nunc. Mauris eget neque at sem venenatis.

1989 – 1993

BACHELOR OF ARTS, PHILOSOPHY – University of Georgia

- + Suspendisse duipurus, scelerisque at
- + Avulputate vitae, pretium mattis, nunc. Mauris eget neque at sem venenatis.

MORE

2014

LOREM IPSUM dolor sit amet, consectetur adipiscing elit

2013

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2012

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2010

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2010

VESTIBULUM vitae pulvinar tortor. Nam ornare condimentum lacus