

Michael Gurliaccio

I'm a senior copywriter, content strategist, and junior web developer. I've written for technology, health care, e-commerce, food/entertaining, telecom, and insurance clients, to name a few. I love what I do, and look forward to bringing my sometimes embarrassing enthusiasm to your team.

EMPLOYMENT

2018 - present

SENIOR COPYWRITER – Creative Circle Atlanta, GA

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 – HMH 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

2001 – 2003

COPYWRITING – The Creative Circus Atlanta, GA

1989 – 1993

BACHELOR OF ARTS, PHILOSOPHY – University of Georgia

MORE

2017

MIKE BIRBIGLIA fantastic storyteller, soon to be huge

2013

SEBASTIAN MANISCALCO a sane voice in an insane world

2012

JOAN RIVERS she didn't stop moving for two hours

2006

DAVE CROSS opened for his favorite band Ultrababyfat

2004

MITCH HEDBERG lucky enough to see him just before he passed