

Michael Gurliaccio

I'm a senior copywriter, brand strategist, and content manager. I've crafted compelling ideas for technology, healthcare, e-commerce, entertainment, telecom, automotive, 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

FREELANCE SENIOR COPYWRITER – Atlanta, GA

2015 - 2017

CONTENT MANAGER/WEB DEVELOPER – PSA Healthcare Atlanta, GA

- + Created and frequently updated two internal training websites
- + Created new content for our company's consumer-facing website
- + Provided new content for an 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 built 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 website updates with email campaign
- + Also placed at F5 Networks where I conducted research interviews and wrote copy for their website relaunch and rebranding

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 – HMH 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 grew up on late night TV, mostly Letterman, and have been lucky enough to catch many of my favorite performers live over the years, including Mitch Hedberg, Dave Cross, Mike Birbiglia, Sebastian Maniscalco, Hannibal Buress, and Joan Rivers. I didn't see but love talking about: George Carlin, Richard Pryor, Lenny Bruce, Robin Williams, and Bill Hicks.

I'M WILD ABOUT LIVE MUSIC, especially heavy metal. Watching bands perform live is very different than listening to CDs or seeing videos. In an audience, you're part of something more, something bigger. While this holds true for any entertainer, for metal and punk shows this shared experience is turned up to 11. Ask me about the Melvins, High on Fire, Big Business, and Kyuss, I'd love to gush.

FINALLY, I WAS BORN TO TRAVEL. I feel like exploring, meeting new people, and experiencing new ways of living makes the soul stronger. I was bitten by the travel bug at a very early age, and have been fortunate enough to visit many – but nowhere near all – of the locales I've dreamed of. Let's share thoughts on Rome, Amsterdam, Tokyo, Mykonos, Berlin, Sorrento, Sardinia, Auckland, Paris, Madrid, Bangkok, Barcelona, or a place you love.

CHECK OUT SOME OF MY WORK: gurliaccio.org