

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 – Digital Foundry at Anthem **Everywhere, Web**

- + Writing content for internal communications, executive presentations, and several industry-leading digital properties.
- + Working remotely with a distributed team of designers, developers, business leaders, researchers, product managers, and UX experts.
- + Helping create the company's first design system, *Motif*.

2015 - 2017

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

- + Built and frequently updated content on 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 multimillion 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 – J. Walter Thompson **Seattle, WA**

- + Conducted stakeholder interviews and wrote copy for websites, landing pages, and print ads for several award-winning Microsoft projects.
- + Wrote copy for two award-winning Expedia websites, radio spots, print ads, and email campaigns.
- + Created several pitch decks to support 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 a Bank of America Corporate Fitness Program initiative.

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 web 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?