

# Michael Gurliaccio

I'm a senior copywriter, brand strategist, and master storyteller. I've crafted compelling ideas for healthcare, technology, 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.

See some of my work at: [gurliaccio.org](http://gurliaccio.org)

## EMPLOYMENT

2018 - present

**FREELANCE SENIOR COPYWRITER** – Atlanta, GA

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** – 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.** Let's talk about Steven Wright, George Carlin, Richard Pryor, Lenny Bruce, and Robin Williams.

**I WAS BORN TO TRAVEL.** Let's share thoughts on Rome, Amsterdam, Tokyo, Mykonos, Berlin, Sorrento, Sardinia, Auckland, Paris, Madrid, and Bangkok.

**I'M REALLY GOOD AT EATING.** I've been told I eat every meal like it's my last, and my insatiable appetite runs the gamut from sophisticated to seriously simple. I'd love to get your impressions on Sotto Sotto, Woody's, Lemon-Pepper Wings, the best pizza in town, and Ethiopian options.