

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 – Anthem, Inc. **Everywhere, INTERNET**

- + Sole writer for globally distributed team of designers, digital product engineers, and user experience experts
- + Working with designers, developers, business leaders, and researchers to build and maintain several industry-leading digital properties
- + Helping create the company's first design system

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

SR. 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

SR. 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

SR. 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 – HMM 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

JR. 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'm wild about Steven Wright, Nate Bargatze, Wanda Sykes, David Letterman, George Carlin, Chris Rock, Joan Rivers, Richard Pryor, Lenny Bruce, Robin Williams, so many more.

I WAS BORN TO MOVE. 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?