

# Michael Gurliaccio

I'm a senior copywriter, content strategist, and junior web developer. I've written copy for technology, health care, e-commerce, food/entertaining, 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 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

- + Speechwriter for AIG executives, focusing on rebranding
- + Worked with art directors and designers to create internal messaging

2013 - 2014

**SENIOR COPYWRITER** – Oracle + F5 Networks Seattle, WA

- + Wrote copy for web pages and email campaigns for Oracle
- + Conducted interviews and wrote copy for F5's website 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, display ads, and print ads for several award-winning Microsoft projects
- + Wrote copy for two award-winning Expedia websites, as well as radio spots, print ads, and email campaigns

2006 – 2007

**COPYWRITER** – HMM 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

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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

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**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 anywhere you love.