

GREG PETROPOULOS

copywriter and creative lead

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WEBSITE

www.gregpetropoulos.com

PORTFOLIO

www.gregpetropoulos.com/portfolio

SKILLS

- copywriting
- concept development
- creative direction
- brand development
- integrated campaigns
- editing
- proofreading
- SEO
- B2B
- B2C
- Microsoft Office Suite
- Adobe Creative Suite

EDUCATION

B.A. English

Writing, Composition,
and Creative Writing
Indiana University, 1983

PROMISE

Since 1992, I have spearheaded campaigns in all media, consistently developing big-idea creative strategies and concepts for a diverse range of products—from baby food to bulldozer teeth—raising the bar for creativity in the organizations I served. If hired, I will create breakthrough campaigns, mentor your junior writers and designers, provide effective creative direction and brand stewardship, present campaigns to clients, and win more business.

EMPLOYMENT HISTORY

senior copywriter, Eastman, Kingsport, Tenn, Jan. 2012–present

I write and develop effective brand messaging for all Eastman business units, which include agriculture, animal nutrition, architecture, automotive, building and construction, circular economy, coatings, crop protection, durable goods, eyewear, fashion, food and beverage, home goods, home textiles, medical devices, personal care, pharmaceutical ingredients, specialty plastics, and transportation. I name products, develop brand launch campaigns, create brand awareness, and foster interest in Eastman materials.

freelance copywriter, DBA Greg Petropoulos, New Durham, N.H., July 1994–Jan 2012

I worked with companies and more than 30 agencies nationwide, providing concepts, copy, and creative direction for all media (including print, direct mail and email, radio, television, web, SEO, newspaper, PR, trade show, catalog, and outdoors/billboards).

brand director, MicroArts, LLC, Greenland, N.H., Oct 2007–May 2011

I developed brand strategies, brand messaging, copy, campaigns, and creative direction for more than 60 B2C and B2B clients in all media—providing concept oversight for all projects, brand launches, and client presentations.

creative copywriter, MicroArts, Inc. Greenland, N.H., Oct 2000–Dec 2001

I created copy, concepts, and integrated campaigns for a variety clients (primarily B2B)—including brand launches, rebranding strategies and concepts. Media included web, print, direct mail, packaging, POP, PR. (Note: the company closed; it was re-established later under one of the principals.)

staff writer (part-time), Nellie Mae, Braintree, Mass., Sept 2002–Sept 2003

I crafted copy, concepts, and integrated campaigns for the education financing industry. Even though I was a part-time employee, I developed the company's rebranding campaign. (Note: the company was bought by Sallie Mae.)

writer, Sage Marcom, Newburyport, Mass., May 2000–Oct 2000

I developed copy and creative concepts for B2B communications. (Note: the company was bought and this branch was closed.)

senior copywriter, Gray Loon Marketing Group, Evansville, Ind., Oct 1999–May 2000

I created copy and concepts for B2C and B2B communications, brand development and strategy, including print, direct mail, interactive CD, video, web, and PR. My campaigns won business for the agency, e.g., The Evansville Visitors and Convention Bureau and Indiana Furniture.

senior copywriter, USA Group, Indianapolis, Ind., Jul 1992–Nov 1997

I raised the level of creativity for the Corporate Communications department, developing corporate and marketing communications for the higher education industry, including heavy involvement in developing and promoting USA Group's corporate ID and rebranding. (Note: this company was bought by Sallie Mae in 1997 and the communications department moved to Washington, DC; I opted to pursue full-time freelance.)

supervisor/data analyst, USA Group, Indianapolis, Ind., Sept 1983–Jul 1992

I worked in customer service and data analyst for education finance company. As supervisor of Data Analysis, I was responsible for a department of 22 employees, including hiring, providing reviews, etc.