**Greg Petropoulos**

creative copywriter, branding expert

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**PORTFOLIO** [www.gregpetropoulos.com](http://www.gregpetropoulos.com)

**Summary and objective**

For more than 200 businesses and 33 agencies, spearheaded campaigns in all media. Created concepts and content, increasing leads and market share. Raised the bar for creativity. **Looking to create breakthrough campaigns, mentor junior staff, provide creative direction and brand stewardship, present to clients, and win business**.

**Skills**

Copywriting, concept development, creative direction, brand development, advertising, integrated campaigns, editing, proofreading, SEO, digital content, web content, print, brand naming, video, broadcast, B2B, B2C, Microsoft Office Suite, Adobe Creative Suite

**Job History**

**Senior copywriter,** Eastman,Kingsport, TN, 01/2012–02/2023

For a global chemical company, developed brand messaging for all business units, including agriculture, animal nutrition, automotive, aviation, building/construction, coatings, crop protection, durable goods, fashion, food/beverage, home goods/textiles, medical devices, personal care, pharmaceutical ingredients, specialty plastics, and transportation

* Developed brand launch campaigns to create awareness and foster interest in Eastman materials
* Named products and services, ensuring a strong and consistent brand
* Created concepts for trade show booths and activities that increased leads and market share
* Named products through affinity programs that generated the sale of 2 million pounds of product per year
* Saved the company hundreds of thousands of dollars in agency fees
* Created employee campaigns and communications
* Presented concepts to business units
* Wrote compelling content for print, digital, video, and social media
* Collaborated with design and account team members
* Proofread and edited

**Brand director*,*** MicroArts, LLC,Greenland, NH, 10/2007–05/2011

For a full-service branding agency, developed brand strategies, content, campaigns, and creative direction for more than 60 clients

* Provided concept oversight for all projects, brand launches, and client presentations
* Developed brand launch strategies and campaigns, winning several new clients and continuing existing business
* Named companies, products, and services
* Presented concepts to clients
* Wrote compelling content for print, digital, broadcast, packaging, and social media
* Collaborated with design and account team members
* Proofread and edited materials for publication
* Juggled multiple projects to meet deadlines

**Previous experience**

Freelance copywriter (Boldface Creative), Staff writer (Nellie Mae), Creative copywriter (MicroArts, Inc.), Writer (Sage Marcom), Senior copywriter (Gray Loon Marketing Group), Senior copywriter (USA Group)

**Education**

**Bachelor of Arts (B.A.)**

Indiana University

English Composition, Writing, and Creative Writing