



GREG PETROPOULOS
copywriter & creative lead

60 Susanna Cove Road
Mars Hill, NC 28754

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PORTFOLIO
www.gregpetropoulos.com

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
& Creative Writing
Indiana University, 1983

PROFILE

Since 1992, I have spearheaded campaigns in all media, consistently developing big-idea creative strategies and concepts for a diverse range of companies—from baby food to bulldozer teeth. I'm experienced at supervising employees, mentoring writers and designers, providing comprehensive creative direction throughout a project, and presenting campaigns to clients.

EMPLOYMENT HISTORY

senior copywriter, Eastman Chemical Company, Kingsport, Tenn. USA
Jan 2012–present

I am responsible for content and brand messaging for all of Eastman's business units—developing brand names and messaging, creating brand awareness, and fostering interest in Eastman materials.

writer/creative director, DBA Greg Petropoulos, New Durham, N.H. USA
July 1994–Jan 2012

I worked with companies and more than 30 agencies nationwide, providing concepts and copy 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. USA
Oct 2007–May 2011

I branded and developed branding concepts and strategies for more than 60 B2C and B2B clients in all media. I also provided concept oversight for all projects, brand launches, and client presentations.

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

I provided copy for all communications and media—primarily B2B clients—including tag lines, naming, brand development and strategy; media: 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. USA
Sept 2002–Sept 2003

I created copy and concepts for the education financing industry; media: print, direct mail, PR, Web, trade show. I also created and launched a rebranding campaign for the company. *(Note: the company was bought by Sallie Mae.)*

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

Responsibilities entailed developing copy and creative concepts for B2B communications. *(Note: the company was bought and this branch was closed.)*

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

Responsibilities included copy and concepts for B2C and B2B communications, brand development and strategy, including print, direct mail, interactive CD, video, web, and PR.

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

Responsibilities involved developing corporate and marketing communications. Achievements included heavy involvement in developing USA Group's corporate ID and rebranding. *(Note: this company was bought by Sallie Mae in 1997 and the communications department was disbanded.)*