



## GREG PETROPOULOS

*copywriter and creative lead*

60 Susanna Cove Road  
Mars Hill, NC 28754

603.387.1292

gpetropoulos37@gmail.com

### WEBSITE

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

### PORTFOLIO

[www.gregpetropoulos.com/portfolio](http://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

## PROFILE

Since 1992, I have spearheaded campaigns in all media, developing creative concepts and content for a diverse range of companies (from baby food to bulldozer teeth), providing creative direction throughout a project, and presenting campaigns to clients.

## EMPLOYMENT HISTORY

### **senior copywriter**, Eastman, Kingsport, Tenn.

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.

### **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 and copy for all media, including print, direct mail and email, radio, television, web, SEO, press releases, trade shows, catalogs, point-of-sale, and outdoors/billboards.

### **brand director**, MicroArts, LLC, Greenland, N.H.

Oct 2007–May 2011

I developed branding concepts, strategies, and content for more than 60 B2C and B2B clients, providing concept oversight for all projects and presenting campaigns to clients.

### **creative copywriter**, MicroArts, Inc. Greenland, N.H.

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, and 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 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.

May 2000–Oct 2000

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

### **senior copywriter**, Gray Loon Marketing Group, Evansville, Ind.

Oct 1999–May 2000

Responsibilities included developing concepts, copy in all media, and branding strategies for B2C and B2B clients.

### **senior copywriter**, USA Group, Indianapolis, Ind.

Jul 1992–Nov 1997

Responsibilities involved developing corporate and marketing communications, including heavy involvement in corporate rebranding. *(Note: USA Group was bought by Sallie Mae in 1997 and the communications department moved to Washington, DC. I left to pursue freelance full-time.)*