

## **Demetrius Hill | Associate Creative Director | Copywriter**

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### **OVERVIEW**

Award-winning advertising professional with persuasive presentation skills, a strong work ethic, and more than a decade of experience creating big ideas for big brands.

### **EXPERIENCE**

#### **ACD/CD Copywriter | Freelance**

Currently providing smart, insightful, on-strategy ideas that clients actually buy. Recent projects include social, digital, in-store, OOH, and radio for the Coca-Cola Company, copy for the U.S. Marine Corps website, 360 work for Toyota and the Georgia Aquarium, national print and digital for the all-new BMW Diesel and all-new 4 Series. *Brand Experience: Coke, Sprite, Minute-Maid, Fanta, Dasani, Powerade, smartwater, vitaminwater, U.S. Marine Corps, Toyota, BMW USA, Georgia-Pacific, OxiClean, the Georgia Aquarium, the Atlanta Falcons, and First Service Credit Union.*

#### **Associate Creative Director Copywriter | Uniworld Group, Atlanta**

Created engaging 360 campaigns for big brands that won awards and delivered results: developed campaign featuring comedian Kevin Hart introducing the all-new Ford Explorer and increased market share from less than one percent to over 13.5%. Wrote and produced weekly Home Depot national radio, created integrated campaign introducing the all-new 2013 Ford Escape, and co-created a U.S. Marines recruitment spot targeting minority officers.

*Brand Experience: Ford Motor Company, The United States Marine Corp, The Home Depot, Colgate-Palmolive, CVS Pharmacy, The NBA, 3 Musketeers, Lincoln Motor Company, Amtrak, and Johnson Products Company.*

#### **Senior Copywriter | Grey Atlanta**

Integral part of team that created international TV and print campaign for the Sony-Ericsson WTA Tour featuring Serena and Venus Williams, Maria Sharapova, and other top 10 women's tennis stars. Generated ideas and crafted copy for a wide range of assignments including print, TV, radio and web content.

*Brand Experience: Miller Brewing Company, Georgia Power, Georgia Aquarium, Georgia Power, Brand Atlanta, Atlanta ADDY Awards, Hawthorne Suites Hotels, Microtel Inns, Cousins Properties, Fraxel and Gatti's Pizza.*

#### **Copywriter/Creative Director | Demetrius Hill + Associates, Atlanta**

Freelance projects with various agencies:

JWT, Atlanta

Burrell Communications, Chicago

Young & Rubicam, New York

CSE, Atlanta

Hierarchy, Atlanta

ASO, Atlanta

*Brand Experience: Delta Airlines, BMW, Georgia Lottery, U.S. Census, U.S. Army, Coke, Dixie, Keurig, McDonald's, Proctor & Gamble, BellSouth, Publix Supermarkets, Countrywide Mortgage, Emory Hospital, The Centers for Disease Control, MARTA, The Coffee Beanery, Church's Chicken and First Third Bank.*

### **EDUCATION**

Portfolio Center, Atlanta. Graduated from Advertising program.

Clark Atlanta University, Atlanta. Earned Bachelor of Arts Degree in Art.

### **HONORS & AWARDS**

ANA Multicultural Excellence Awards • Regional ADDY Awards • Atlanta ADDY Awards • ShowSouth • One Magazine