

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 McDonald's and 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: McDonald's, Coke, Sprite, Minute-Maid, Fanta, Dasani, Powerade, smartwater, vitaminwater, U.S. Marine Corps, Toyota, BMW, 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