

Demetrius Hill | Associate Creative Director | Copywriter

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OVERVIEW

Award-winning advertising professional with persuasive presentation skills, a strong work ethic, and over two decades of experience generating big ideas for big brands.

EXPERIENCE

Associate Creative Director, Copywriter | Burrell Communications, Chicago/Atlanta. March 2020 to Present

Currently providing smart, insightful, on-strategy ideas that clients actually buy:

- Broadcast and social for various McDonald's brand and retail projects including Grimace's Birthday Meal, the introduction of the New McCrispy, and 360° campaigns for McDonald's Black & Positively Golden social initiative
- Broadcast and social for Xfinity 10G "What a Time to be Alive" campaign
- Broadcast and social for introduction of the 2021 Toyota Sienna
- Broadcast and social for the California Department of Public Health COVID-19 response campaign

Brand Experience: McDonald's, Toyota, Comcast Xfinity, Coca-Cola, Walmart, Team USA, California Dept of Public Health.

ACD Copywriter | Freelance

Conceived and wrote all manner of social, in-store, OOH, and radio for McDonald's and Coca-Cola, copy for the U.S. Marine Corps website, 360 work for Toyota and national print for the all-new BMW Diesel and all-new BMW 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 and First Service Credit Union.

Agency Experience: JWT, Atlanta • Y&R New York • Burrell, Chicago, KO:OP (Coke in-house agency.)

ACD 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 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: WTA Tour, Miller Brewing Company, The Georgia Aquarium, Georgia Power.

EDUCATION

- Portfolio Center, Atlanta. Graduated from Advertising program
- Clark Atlanta University, Atlanta. Earned Bachelor of Arts Degree in Art.

HONORS & AWARDS

National ADDYS • Regional ADDYS • Atlanta ADDYS • ANA Multicultural Excellence Awards • ShowSouth • One Magazine