

Demetrius Hill | Associate Creative Director | Copywriter

www.demetriushill.com

email: idospots@yahoo.com

phone: 678.641.2916

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 freelance projects include national print and digital for the introduction of the all-new BMW Diesel and all-new 4 Series, web videos introducing new products for Georgia-Pacific, and integrated radio and digital projects for Aaron's.

Brand Experience: BMW USA, Georgia-Pacific, The Atlanta Falcons, Dixie, Coca-Cola, Church's Chicken, Aaron's and Bump Patrol.

Associate Creative Director Copywriter | Uniworld Group, Atlanta

Created engaging 360 campaigns for big brands that not only won awards, but delivered results: Developed a campaign featuring comedian Kevin Hart that introduced the all-new redesigned Ford Explorer and increased market share from less than one percent to over 13.5%. Responsible for writing and producing weekly Home Depot national radio spots, created integrated campaign that introduced 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 an 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, banner ads, web content, POP, CRM, and video scripts.

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

Copywriter/Creative Director | Demetrius Hill + Associates, Atlanta

Freelanced with agencies and clients all over the country:

Young & Rubicam, New York
Burrell Communications, Chicago
CSE, Atlanta
Blue Marble Media, Atlanta

Matlock Advertising & Public Relations, Atlanta
Digitas, Atlanta
Austin Kelley Advertising, Atlanta
The Vox Collective, New York

Brand Experience: Delta Airlines, BMW, Georgia Lottery, U.S. Census, U.S. Army, BellSouth, Publix Supermarkets, Coke, Sprite, Minute Maid, McDonald's, 3Com, Proctor & Gamble, Kellogg's, Atlanta Hawks, Countrywide Mortgage, Emory Hospital, Nationwide Insurance, The Centers for Disease Control, MARTA, The Coffee Beanery, Burger King, Church's Chicken, Barnett Bank and First Third Bank.

Copywriter | Doner, Detroit

Introduced new products for Borden, wrote regional TV for Pontiac, did cross-promotions with Disney and the Chicago Bulls, and shot spots for three different drug stores.

Brand Experience: BP, Borden, Chiquita, Campbell Foods, Chicagoland Pontiac, Michigan Humane Society, Manufacturers Bank, Eckerd Drugs, Long's Drugs, and Fay's Drugs.

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