

## Demetrius Hill | Creative Director | Copywriter

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### OVERVIEW

Award-winning creative leader with 15+ years agency experience developing integrated campaigns for global brands across broadcast, social, digital, experiential, and out-of-home. A concept-driven thinker who shapes and strengthens work from idea to execution.

### EXPERIENCE

#### **Creative Director | Grey Midwest, Cincinnati (Remote in Atlanta) June 2025 to Present**

Creative Director across two national accounts: crafting TV and radio campaigns for Febreze, and overseeing and shaping social, CRM, and digital video content for Swisher Sweets and its sub-brands. *Brand Experience: Febreze, Swisher Sweets, Procter & Gamble, LA28 Olympic Games, Las Vegas Convention and Visitors Authority.*

#### **Associate Creative Director Copywriter | EP&Co, Greenville, SC (Remote in Atlanta) October 2023 to August 2024**

Lead writer on the development of experiential, social, digital and broadcast assets for various Michelin brand and retail projects. *Brand Experience: Michelin, John Deere, Sweetgreen and FedEx.*

#### **Associate Creative Director Copywriter | Burrell Communications, Chicago (Remote in Atlanta) March 2020 to Oct 2023**

Delivered smart, insightful, on-strategy ideas that clients actually bought:

- Broadcast and social for various McDonald's brand and retail projects including Grimace's Birthday Meal, launch 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 supporting the 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**

Created and wrote social, in-store, OOH, and radio for McDonald's and Coca-Cola, developed web copy for the U.S. Marine Corps, 360 work for Toyota, and national print for the all-new BMW Diesel and all-new BMW 4 Series.

*Brand Experience: McDonald's, Coca-Cola, 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**

Crafted engaging 360 campaigns for major brands that won awards and delivered results: developed a campaign featuring Kevin Hart introducing the all-new Ford Explorer that increased market share from less than one percent to over 13.5%. Wrote and produced weekly Home Depot national radio, created an 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**

Created an international TV, print and outdoor campaign for the Sony Ericsson WTA Tour featuring Serena and Venus Williams, Maria Sharapova, and other top 10 women's tennis stars. Supplied copy and concepts for a wide range of print, TV, radio, and social/digital projects across multiple accounts.

*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