

Demetrius Hill | Associate Creative Director | Copywriter

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Demetrius Hill is an award-winning advertising professional with more than a decade of multicultural and general market agency experience. He's the kind of writer that gets totally immersed in the DNA of the brands he is assigned, approaching each project with a positive energy that is truly infectious.

Having graduated portfolio school trained as an Art Director, Demetrius was offered, and accepted a position as copywriter with Doner in Detroit. There he served as both an art director and copywriter creating ads for Disney, Pontiac, Canadian retailer Grand & Toy, and introduced new products for Borden among others. After two years in the Motor City, an opportunity at Ogilvy brought Demetrius to Atlanta where he created award-winning work for the Michael C. Carlos museum and the Centers for Disease Control.

Always up for an adventure, Demetrius then embarked on a successful career as a freelance writer, traveling the country to collaborate with Burrell, Chicago; Y&R, New York; Austin-Kelly, Atlanta; Matlock, Atlanta, and a host of other agencies. Accounts included Coke, McDonald's, BMW, the U.S. Census, BellSouth, The Georgia Lottery, and award-winning work for Publix Supermarkets.

Next, Demetrius joined Grey Atlanta as a Senior Copywriter. There he was part of the creative team that secured the Sony-Ericsson WTA tour account, and created an international campaign that ran in 75 countries featuring 32 of the world's top tennis players including Serena and Venus Williams, Maria Sharapova, and other top 10 women's tennis stars.

Elevated to Associate Creative Director at Uniworld, Demetrius was the lead writer on award-winning work for the Ford Explorer that featured comedian Kevin Hart, and increased market share from 1% to 13.5%. He also led the team that crafted more award-winning work for the Ford Escape, and serviced the U.S. Marine Corps and Home Depot accounts as well.

These days he has been hard at work on all manner of digital, social, and traditional projects for BMW, Toyota, OxiClean, Keurig, Georgia-Pacific, First Service Credit Union, and the Atlanta Falcons.

Demetrius has been recognized by peers in the advertising community with several honors: two Best of Show ANA Multicultural Excellence awards, the Regional Addys, several Atlanta Addys including Best of Show, ShowSouth, and One Magazine. He's also shared his knowledge and mentored aspiring creatives through participation in the One Club's Creative Boot Camp and other guest speaking engagements.

A graduate of the advertising program at Portfolio Center in Atlanta, Demetrius earned his Bachelor of Arts degree in Art from Clark Atlanta University. When not creating ads he's an avid do-it-yourselfer, enjoys writing and recording songs, traveling, photography, cooking, classic movies, NPR, and beating you at trivia.