

# Gregg Hutson

Indulge in brevity.

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## EXPERIENCE

### **Merrick Towle Creative**, Greenbelt, MD — *Senior Copywriter*

June 2012 - PRESENT

- Writes copy for web, print, collateral, social media, blogs, radio and video
- Oversees all copy for local and national clients
- Delivers creative presentations to internal team and clients
- Works with a team of art directors, designers and web developers to create brands, brand experiences in the digital and real world
- Created 30+ brands and branding campaigns consisting of naming, brand identity, brand voice, traditional ads, websites, social media, guerrilla executions, events, etc.
- Writes B2B communications, RFPs, etc. for corporate clients
- Manages and creates content for multiple social media accounts
- Developed the brand voice + social campaign for TownePlace Suites by Marriott
- Created award-winning promotional campaign for Special Olympics Maryland Plungefest

### **BFG Communications**, Bluffton, SC — *Copywriter*

December 2007 - May 2012

- Wrote for web, print, collateral, radio and video
- Developed and implemented creative strategies for various products
- Created client presentations for Warner Bros., Fremantle Media, Cartoon Network, RJR
- Lead writer for multiple brands including RJR, Diageo, PACE Healthcare
- Created multiple point-of-sale campaigns for Coca-Cola, Captain Morgan, Bailey's, GoldPeak, Quizno's
- Organized social events, including an agency-wide brewing challenge

## EDUCATION

### **The Creative Circus**, Atlanta, GA — *Copywriting*

May 2005 - April 2007

### **University of Florida**, Gainesville, FL — *B.S. Advertising*

December 1997 - December 1999

## SKILLS

Microsoft Office  
(Word, Excel, Outlook...)  
Adobe Software  
(Photoshop, InDesign, Illustrator)  
Hootsuite  
Wordpress  
Chiffonade  
Coffee roasting + preparation  
Small appliance repair  
Endless curiosity  
Wordsmithery

## AWARDS

17 AAF Addys DC  
Including multiple Gold and Silver

HOW Design Honorable mention  
2009 - BFG Mimobots

References available upon request

