

Gregg Hutson

Indulge in brevity.

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gregghutson.com

EXPERIENCE

Merrick Towle Creative, Greenbelt, MD – *Senior Copywriter*

June 2012 - PRESENT

- Writes copy for web, print, collateral, social media, blogs, radio and video
- Develops content strategies for advertising and social campaigns
- 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*

April 2007

University of Florida, Gainesville, FL – *B.S. Advertising*

December 1999

SKILLS

Microsoft Office
(Word, Excel, Outlook...)
Adobe Software
(Photoshop, InDesign, Illustrator)
Endless curiosity
Wordsmithery
Chiffonade
Zymurgy

AWARDS

17 AAF Addys DC
Including multiple Gold and Silver
2013-2017

HOW Design Honorable mention
2009 - BFG Mimobots

References

Joe Symoski
Art Director
HZDG
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Jason Knauer
Creative Director
World Monuments Fund
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Michael Cuesta
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