

Greg Petropoulos

Senior copywriter, brand strategist

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Summary and objective

For more than 200 businesses and 33 agencies, lead copywriting, branding, and marketing communications campaigns in all media, including print, out-of-home (OOH), digital ads, webpages videos, radio, emails, collateral, packaging, and social. Created engaging messaging to communicate complex products and value propositions, increasing leads and market share. Pitched concepts to clients. Raised the bar for creativity in organizations served.

Looking to create breakthrough campaigns, work with brand design teams, mentor junior staff, provide practical creative direction and brand stewardship, present to clients, and win business.

Skills

Copywriting, concept development, creative direction, brand development, advertising, integrated campaigns, editing, proofreading, SEO, digital content, web content, print, brand naming, video, broadcast, B2B, B2C, Microsoft Office Suite, Adobe Creative Suite

Job History

Senior copywriter, Tarkett, Solon, OH, 07/2023–present (remote)

Senior copywriter, Eastman, Kingsport, TN, 01/2012–02/2023 (remote)

For a global chemical company, I developed brand messaging for all business units, including agriculture, animal nutrition, automotive, aviation, building/construction, coatings, crop protection, durable goods, fashion, food/beverage, home goods/textiles, medical devices, personal care, pharmaceutical ingredients, specialty plastics, and transportation. I developed brand launch campaigns; named products and services; created concepts for trade show booths; created employee campaigns and communications; presented concepts to business units; wrote compelling content for print, digital, video, and social media; collaborated with design and account team members; proofread and edited. Key achievement include:

- Introducing the standard creative brief used company wide
- Raising the creative output, standards, and expectations for the internal creative department, bringing new branding, brand stewardship, and campaign development experience
- Developing names and branding more multiple products across several business solos
- Creating communications for affinity programs that generated the sale of 2 million pounds of product per year
- Saving the company hundreds of thousands of dollars in agency fees

Brand director, MicroArts, LLC, Greenland, NH, 10/2007–05/2011

For a full-service branding agency, I developed brand strategies, content, and creative direction for more than 60 clients, providing concept oversight for all projects, brand launches, and client presentations; developed brand launch strategies and campaigns that won new clients; I named companies, products, and services and presented concepts to clients that won new business.

Previous positions, 07/1992–10/2007

Freelance copywriter (Boldface Creative), Staff writer (Nellie Mae), Creative copywriter (MicroArts, Inc.), Writer (Sage Marcom), Senior copywriter (Gray Loon Marketing Group), Senior copywriter (USA Group)

Education

Bachelor of Arts (B.A.)

Indiana University, English Composition, Writing, and Creative Writing