

# EMILY MICHAL TURNER

## Copy Director & Creative Strategist

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Passionate creative specializing in integrated campaigns, brand platforms, and narrative development for premium, global brands. Experienced in translating business objectives into emotionally driven creative that connects with audiences and drives engagement. Background in brand development, experiential marketing, and cross-channel storytelling across travel, culture, and sport. Known for bringing a strategic lens to creative, grounding ideas in human insight and building brands that inspire momentum.

## JOB EXPERIENCE

### Copy Director

Delta Air Lines - Atlanta | November 2022 - Present

Lead messaging and creative strategy across integrated campaigns, building brand identity frameworks and narratives that shape how a global, premium airline shows up in culture. Translate business objectives into insight-driven storytelling, while leading a team of copywriters to deliver cohesive, high-impact creative across channels.

### Senior Copywriter

Digitas - Boston | March 2022 - November 2022

Developed strategic campaigns and content across social and digital platforms for a national financial institution. Translated marketing objectives into cross-channel narratives to concept, write, and deliver integrated campaigns, ensuring consistency in voice, message, and brand expression.

### Senior Copywriter

Dagger - Atlanta | September 2020 - March 2022

Led concept development and storytelling across digital and social campaigns for consumer brands and a national insurance brand. Built integrated campaign narratives and partnered cross-functionally to deliver cohesive brand experiences rooted in human insights. Led junior creatives, strengthening both creative execution and strategic thinking across teams.

### Copywriter

Warner Media - Los Angeles | May 2019 - May 2020

Supported development of creative concepts and brand storytelling across social and digital campaigns for media, entertainment clients, and new business pitches. Contributed to integrated content strategies and execution, helping deliver cohesive, on-brand creative across platforms.

### Jr. Copywriter

Havas - Atlanta | June 2018 - May 2019

Developed creative concepts for sports experiential marketing activations, collaborating with teams to build presentations and pitch work to global clients. Supported campaign development from concept through execution, ensuring clarity of idea and consistency of creative vision.

## EDUCATION

### Bachelor of Arts, Advertising

University of South Carolina | 2014- 2018

## SKILLS

- Brand Voice & Narrative Systems
- Brand Strategy
- Creative Strategy
- Integrated Campaigns
- Storytelling & Content
- Brand Experiences
- Creative Direction

## BRAND EXPERIENCE

- Delta Air Lines
- Aflac
- Razor Worldwide
- Disney
- Puma
- Blizzard Entertainment
- The Coca-Cola Company
- American Express
- Hard Rock Cafe

## RECOGNITION

- Shorty Impact Award
- 2x Gold Telly Award
- 5x Silver Telly Award