

EMILY MICHAL TURNER

SR. COPYWRITER

ABOUT ME

Likes:

Stovetop Popcorn
Black & White Movies
Podcasts

Dislikes:

Sushi
The Word 'Legit'
Ludicrous Oreo Flavors

GOLD STARS

Bronze Addy | 2020 Atlanta Ad Club
Camp Razor Blog Campaign

CERTIFICATIONS

Marketing Writing for UX | 2022
UX Content Collective

EDUCATION

Bachelor of Arts in Advertising | May 2018
University Of South Carolina

TL;DR

Expertise

- Creative Strategy
- UX/CX Writing
- Social Content
- Script Development
- Critical Thinking
- Creative Leadership

Brand Experience

- Food and Beverage
- Retail
- Entertainment
- Sports Marketing
- Insurance
- Beauty/Pharma
- Nonprofit
- Finance
- Travel

CONTACT



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EXPERIENCE

Digitas

Senior Copywriter | March 2022 - Present

Develops copy for social and digital assets, leads landing page content development, and collaborates with Art Directors, Content Authors, and Video Editors to concept, develop, and execute large-scale brand campaigns.

Brand Experience:

Bank of America, Polaris, Disney, Singapore Tourism Board

Dagger

Senior Copywriter | November 2021- March 2022

Copywriter | September 2020 - November 2021

Develops strategic concepts for digital and social content for Aflac, Interface, and beauty pharmaceutical clients. Crafts engaging creative alongside Art Directors, Graphic Designers, Content Creators, Video Editors, and Producers. Develops scripts, social copy, and real-time content for monthly AOR content across all platforms. Manages team of junior creatives across organic social work streams.

Brand Experience:

Aflac, Interface, American Cancer Society, Boys and Girls Clubs of America, Allergan

Blue Sky Agency

Copywriter | April 2020 - September 2020

Developed strategic creative concepts for new and existing clients. Crafted compelling copy for digital, traditional, radio, long-form blog content, and social executions. Collaborated with Associate Creative Director and Designers to execute dynamic creative campaigns, develop pitch decks, and provide innovative solutions to retained clients.

Brand Experience:

Razor Worldwide, Northside Hospital, Goodwill of North Georgia, Coke North America, Coke Global

Fullscreen

Copywriter | May 2019 - April 2020

Developed strategic creative concepts for social and digital content for new business development and AOR clients. Crafted copy and developed innovative creative concepts for AOR monthly content.

Brand Experience:

Disney, American Express, Hard Rock Cafe, Universal Studios, Stitch Fix, Pulte Homes, Cox Communications

Havas

Jr. Copywriter | June 2018 - May 2019

Developed strategic creative concepts for experiential marketing executions, collaborated with Art Directors and Designers in building deck presentations of each concept, effectively communicated creative concepts through pitches to clients alongside Account Managers.

Brand Experience:

Delta, Puma, Smartwater, NFL, Coca-Cola, Coke eSports