

McGeath Freeman

creative • writer • editor

WHAT CAN I DO FOR YOU?

- > Think conceptually and create advertising, promotions, social media, marketing and web content that sells.
- > Creative direct multiple projects on tight deadlines and within budget.
- > Edit publications: Manage content and writers; write features and columns.
- > Provide skilled presentation, interview and research techniques.

EXPERIENCE 1997 – 2012

American Institute of CPAs: Durham, NC — Copywriter, Communications & Branding

- > Developed advertising, promotions, direct mail, marketing collateral, and email while working closely with the graphic design department. Managed the CPA Marketing Toolkit for Institute members.
- > Clients include: AICPA, This Way to CPA, Start Here Go Places, Tax section, Personal Financial Planning Section, Journal of Accounting, The Tax Adviser, AICPA Publications, The Benevolent Fund, and Leadership Academy.

McGeath Freeman Creative: Columbia, SC — Creative Director, Editor

- > Provided creative copywriting, branding consulting publication editing.
- > Clients include: GS Magazine, Bozell Worldwide, Columbia Metropolitan, Hagood Homes, and The Zipatoni Co.
- > Self-syndicated children's book review column and blog — Palmetto Parent, Lowcountry Parent, Upstate Parent and Charleston's The Post and Courier.

Gannett Co.: Columbia, SC — Editor

- > Developed editorial calendars, features, and columns for Palmetto Parent, Lowcountry Parent and Upstate Parent.
- > Grew Palmetto Parent from a 32-page publication to over 80-pages from 2005 to 2006.

Lucky Ducky Publishing Co., Inc.: Columbia, SC — Editor, VP

- > Secured more than \$500,000 in funding and opened a parenting publication in 2002.
- > Directed product and brand development to increase sales and brand recognition.
- > Managed editorial planning, writers, special events, media and PR for Palmetto Parent.
- > Sold Palmetto Parent to The Greenville News, a Gannett company, in 2005.

Wowhouse Creative Branding Boutique: Columbia, SC — Copy Director

- > Provided creative and strategic oversight, wrote content, and ensured project delivery on time and within budget.
- > Clients included: Columbia Ad Club, J.E. Wilson Advisors, Hilton Head Chamber of Commerce and RKR Marketing.

Chernoff-Newman: Columbia, SC — Sr. Copywriter

- > Clients included: Pirelli, Conita Technologies, Novera Optics, and The SC Education Lottery.

C/S & A: Columbia, SC — Sr. Copywriter

- > Clients included: CiCi's Pizza, Nickelodeon, Seminole County Visitors' Bureau, Shell, SCPRT and DP&L.

Brado Cuneo: St. Louis, MO — Copywriter

- > Clients included: SSM Healthcare, O'Doul's, RyKrisp Crackers, Sunmark Candy, and Azaleia Shoes.

EDUCATION

1997 – Portfolio Center. Atlanta, GA. Copywriter

1992 – The University of South Carolina. Columbia, SC. English