

W. McGeath Freeman

CREATIVE / WRITER / EDITOR

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WHAT
CAN
I DO
FOR
YOU?

- Create advertising, promotions, marketing materials, social media, events, newsletters and web content.
- Think conceptually.
- Edit publications: manage content, writers and distribution. Write features and columns.
- Creative direct multiple projects on tight deadlines and within budget. Play well with others.
- Provide skilled presentation and face-to-face, phone and computer interview and research techniques.
- Produce, cast and art direct photo shoots. Shoot principal photography for articles and columns. *Smile.*
- Provide proficiency in Macintosh platforms including MS Word, Photoshop, InDesign, Excel and a good working knowledge of AP and Chicago writing styles.

Experience 1997 – 2009

MCGEATH FREEMAN CREATIVE: COLUMBIA, SC — CREATIVE DIRECTOR/EDITOR

- Freelance advertising creative, PR and branding consultant. Clients include: The Adams Group, Bozell Worldwide, Taylormade Golf Clubs, Freeman Cosmetics, Scribbs & Nibs, The Zipatoni Co., Chicken of the Sea, Energizer, Southern Regional Medical Center, The SC Public Health Consortium, Hagood Homes, Genova Family Karate, and Discovery Charter School.
- Contributing editor and writer for city and niche publications, including: GS Magazine, Columbia Metropolitan, Palmetto Parent, Lowcountry Parent and Upstate Parent.
- Began self-syndication of a children's book review column 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.
- Awarded "Best of Show ADDY" in 2003, as well as several local and regional ADDYs and AIGA InShow awards.
- Clients included: Columbia Ad Club, J.E. Wilson Advisors, Hilton Head Chamber of Commerce and RKR Marketing.

NEWMAN SAYLOR & GREGORY: COLUMBIA, SC — SR. COPYWRITER

- Worked with a team to develop strategic integrated branding campaigns for national high-tech clients.
- Awarded ADDYs for Conita direct mail and NS&G self-promotion.
- Clients included: Novera Optics, The South Carolina Education Lottery, Pirelli and Conita Technologies.

CHERNOFF/SILVER & ASSOCIATES: COLUMBIA, SC — SR. COPYWRITER

- Helped lead the creative development for local, regional, and national clients from strategy to presentation to execution.
- Awarded two Telly awards and several ADDYs for the SC Education Oversight Committee TV campaign.
- Clients included: CiCi's Pizza, Nickelodeon, Seminole County Visitors Bureau, Shell, SCPRT and DP&L.

BRADO CUNEO: ST. LOUIS, MO — COPYWRITER

- Azaleia Shoes print ad campaign highlighted in Adweek.
- Clients included: O'Doul's, RyKrisp Crackers, Sunline and Sunmark Candy, Azaleia Shoes and SSM Healthcare.

PALMETTO PARENT MAGAZINE: COLUMBIA, SC — EDITOR

- Grew Palmetto Parent from a 32-page publication to over 80-pages from 2005 to 2006.
- Awarded "Most Improved Publication of 2006," and several national magazine awards from the Parenting Publications of America for writing and content.
- Contributed editorial planning, features, and columns for Palmetto Parent, Lowcountry Parent and Upstate Parent.

LUCKY DUCKY PUBLISHING CO., INC.: COLUMBIA, SC — EDITOR/VP

- Secured more than \$500,000 in funding and opened a bimonthly parenting publication in 2002.
- Expanded to monthly publication in 2003.
- Directed product and brand development to increase sales and brand recognition.
- Managed editorial, writers, special events, media and public relations for Palmetto Parent.
- Established Family Choice Awards in 2003 and published inaugural Baby Guide in 2004.
- Sold Palmetto Parent to The Greenville News, a Gannett company, in 2005.

Education

1997 – Portfolio Center. Atlanta, GA. Copywriter

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