



RODNEY ROGERS
CREATIVE DIRECTOR • COPYWRITER

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• **Freelance Creative Director and Copywriter**

January 2001-Present

Strategy, campaign and copy development, content marketing, branding

• **Creative Director** Hill Mullikin

Greenville, South Carolina • January, 2007-April 2010

Lead the creative for a dynamic resort real estate marketing firm; developing copy and managing creative staff in the implementation of client brand strategy

• **Associate Creative Director** IMI Marketing

Greenville, South Carolina • January, 2005-January, 2007

Directed marketing and advertising for the world's finest resort real estate destinations

• **Associate Creative Director, Iconologic** (formerly, Copeland Hirthler)

Atlanta, Georgia • June, 1998-December, 2001

Managed editorial staff, developing concepts and copy for print and digital media

• **Creative Director**, Crumbley & Alba

Atlanta, Georgia • June-December, 1997

• **Senior Copywriter**, Aydlotte & Cartwright

Atlanta, Georgia • March, 1988-June, 1997

• **Copywriter**, Independent Publishing Company

Anderson, South Carolina • May, 1986-November, 1987

PARTIAL CLIENT EXPERIENCE Aaron Rents & Sells; BASF; The Cliffs Communities; DeKalb Convention & Visitors Bureau; Coca Cola; Delta Air Lines; EarthLink; E-Z Go Golf Cars; Georgia-Pacific; Homestead Preserve; Humana; Intercontinental Hotels Group; Illinois Power; Lowe's; The International Olympic Committee; The Metro Atlanta Chamber of Commerce; Milliken Carpet; New York University Medical Center; Ridgid Power Tools; UVa Medical Center; Viceroy Anguilla

AWARDS

National Gold Addy; local and regional Addys; International Advertising Festival of New York; ShowSouth Best of Show; Inclusion in *Print*, *Graphis* and *Communication Arts*

EDUCATION

B.A., Journalism 1985

University of South Carolina

References Upon Request

