



RODNEY ROGERS

CREATIVE DIRECTOR • COPYWRITER

r2copy.com web

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- **Freelance Creative Director and Copywriter**

Greenville, South Carolina • January 2001-Present

Strategy, campaign and copy development, content marketing, branding, AI management

- **Associate Creative Director, FerebeeLane**

July 2021-August 2023

Strategy, campaigns and copy for a variety of connoisseur brands. Managed editorial staff

- **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: BASF; The Cliffs Communities; DeKalb Convention & Visitors Bureau; Coca Cola; Delta Air Lines; E-Z Go Golf Cars; Georgia-Pacific; Humana; Intercontinental Hotels Group; Illinois Power; The International Olympic Committee; The Metro Atlanta Chamber of Commerce; Milliken; New York University Medical Center; Ridgid Power Tools;

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

