

Andrew William Norris

senior copywriter

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Professional Experience

Scoppechio

Senior Copywriter

(December 2019–Present)

Copywriter

(June 2018–December 2019)

- Write short and long form copy for video, radio, email campaigns, websites, social posts, brochures, in-store signage, product packaging and more
- Direct video shoots, select music and direct voice talent for audio and video projects
- Work with creative team to create concepts based on client briefs and present finished work to clients
- Develop copy for online and in-store shopper marketing campaigns
- Work on GE Appliances brands, Fifth Third Bank, Travel & Leisure, Valvoline, Delta Dental, McGriff Insurance, LongHorn Steakhouse, Kentucky Fried Chicken and others

Vimarc

Copywriter

(March 2015–June 2018)

- Wrote short and long-form copy for over 10 accounts including The Kentucky Derby Festival, Humana, Kentucky Bourbon Festival, Bardstown Tourism, American Axle & Manufacturing and The Muhammad Ali Center
- Worked with Creative Director and Art Directors to develop and pitch creative concepts
- Create B2B and B2C messaging for various media including print, television, radio, outdoor, and digital
- Selected voice talent and stock music for television and radio
- Provide direction for voice talent and audio and video editors as needed

Riggs Partners

Apprentice

(August 2013–January 2015)

- Managed copywriting and art direction for local Moe's Southwest Grill account
- Managed social media networks for three markets and 26K followers online
- Developed concepts and creative materials for local store marketing, email marketing and quarterly promotions
- Planned and participated in monthly client meetings and managed approval of a three owner co-op

Education

- University of South Carolina '11
- Major: Advertising, Minor: Psychology
- Dean's List

Skills

- Adobe Illustrator, InDesign, Premiere, Audition and Photoshop
- HTML and website design
- Photography/ Videography
- Microsoft Office Suite