

Will Fullington

Senior Copywriter

Contact:

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willfullington.com

EXPERIENCE

Valtech, Charlotte, NC — *Senior Copywriter*

January 2023 - PRESENT

Bose, Pepsi, Rice-A-Roni, Husqvarna Tools, Charlotte Tourism, SodaStream Professional, XOOM Energy, ISC2 Cybersecurity, WORX Tools, Diversey Chemical

wmHarper, Raleigh, NC — *Senior Copywriter*

April 2022 - January 2023

Bear Fight Whiskey, Gaia Herbs, ActiveYards Fencing, FilterEasy, Veritas Consulting

The Variable Agency, Winston Salem, NC — *Copywriter*

September 2020 - April 2022

Oklahoma Joe's, CharBroil, Frigidaire, Electrolux, Zebco/Quantum Fishing, Winston-Salem Dash MiLB Baseball, BASF Chemical, Sunshine Sparkling Energy

O'Keefe Reinhard & Paul, Chicago, IL — *Copywriter*

Copywriter Feb 2020 – July 2020

Jr. Copywriter Feb 2019 – Feb 2020

Freelance June 2018 – Feb 2019

Chili's, Groupon, Ace Hardware, Illinois Lottery, Illinois Tourism

EDUCATION

The Creative Circus, Atlanta, GA

December 2015 - December 2017

Became a Circus-approved writer.

Furman University, Greenville, SC

September 2011 - May 2014

Learned life in a lab was not for me — but I kept all the research skills.

SKILLS

The relevant:

Writing for broadcast, social, digital, billboards, radio, & email.

Up-to-date knowledge of best practices across platforms.

Brand building, brand books creation, persona development.

Crafting a compelling strategy into an even more compelling brand story.

Production experience including budgets, bids, casting, voice records, supervising edits, scripting, food styling, and on-set on-the-fly problem solving.

A writer's knowledge of the Adobe suite and Keynote.

The fun:

Improv

Music (have written both jingles and jangles)

Cookery

I can drive a boat (it comes up more than you'd think)

Ordained wedding officiant