

## Resume | Dave Turner

Based in Central Coast area of California (physical address available upon request)  
828-713-9206 | [dave@copywriterdaveturner.com](mailto:dave@copywriterdaveturner.com)

### Work experience

**Copywriting, business writing, editing, advertising, marketing, public relations**

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Since 1995

**Freelance copywriter, business writer, editor**

Atlanta, GA, 1995-1998

Asheville, NC, 1998-2011

Central Coast area of California since 2011

Detailed information and portfolio: [www.copywriterdaveturner.com](http://www.copywriterdaveturner.com)

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Copywriting, business writing and editing for wide range of clients to support advertising, marketing and public relations. Websites, email campaigns, blogs, branding, ads, press releases, proposals, and marketing collateral including capabilities brochures, direct mail and annual reports. Work with strategic partners including graphic designers, web designers and developers, SEO and social media specialists. Maintain working knowledge of HTML and design skills for use in creating and managing websites, blogs and email campaigns.

1997-1998

**Editorial Director**

Point B and Business Edition Network

(Custom publishing and advertising agency)

Atlanta, GA

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Editorial direction, copywriting and project management for \$1.5 million strategic marketing communications firm. Capabilities included strategic marketing planning, custom publishing, corporate communications, multimedia and Internet/web solutions and tactical public relations; all centered on relationship management philosophy. Clients included Chase Merchant Services (Chase Manhattan Bank/First Data Corporation), Eastman Kodak Company, Georgia Power, Eka Chemicals (Akzo Nobel), IMNET Systems, Cryolife and Oldcastle Architectural Products Group.

1989-1996

**Director of Public Relations**

The Art Institute of Atlanta

(College of commercial arts)

Atlanta, GA

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Development and implementation of public relations plan for 1,300-student art college. Development and management of annual public relations budget. Media relations and publicity. Coordination of special events and volunteer projects. Writing and production of Institute publications, including student, employee and alumni newsletters, Institute catalog and addenda, student handbook and various promotional literature. Management of art gallery, including exhibition schedule. Worked with Institute president on government relations efforts.

1986-1989

**Advertising, Marketing and Public Relations Coordinator**

ECP Inc. d.b.a. Domino's Pizza

(40-store franchisee's marketing department)

Marietta, GA

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Development and implementation of community relations plan for 40-store Domino's Pizza franchise operating in Georgia and North Carolina. Writing, photography, layout and print coordination for employee newsletter. Copywriting and managing print production of promotional pieces used by stores.

## Music: Performance, songwriting, recording

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Professionally since 2004

**Performing Songwriter** with lifetime of experience as a musician, established indie record label, Morning Storm Records.

Discography:

"Stories That Are True" (2004)

"Could Have Talked All Night" (2007)

"11-23-10" (2010)

"CALICARO" (2011)

[www.daveturnermusic.com](http://www.daveturnermusic.com)

## Education

**University of South Carolina College of Journalism, Columbia, SC**

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Attended

1981-1985

Degree earned

Bachelor of Arts in Journalism, Major: Advertising (Creative Track)

## References

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### **Bob Davis**

**President, Robert C. Davis and Associates**

Current client

Alpharetta, GA | 678-548-1775

### **Gary Pipta**

**Owner, MGM Communications**

Current client

Asheville, NC | 828-734-0415

### **Montsé Cottingham**

**Art Director and Graphic Designer**

Current client

Worked with Montsé at Point B/Business Edition

Network

Atlanta, GA | 404-876-5613

Additional references available upon request