

Paul Korel

FREELANCE ACD LEVEL INTERACTIVE/WRITER

Atlanta, Georgia

paulkorel@gmail.com

407.230.0630 mobile

Hi there. Thank you for taking time to get to know me and some of the work I've been part of. Over the past 16 years, advertising (for the most part) has been good to me. That said, I couldn't have accomplished all this alone and am humbly grateful to every art director, creative director, brand planner, production team, account executive and even the often forgotten project manager who's had an integral part in bringing every idea to life.

EXPERIENCE

Freelance Creative

Southeast

Sep 2012 - Present

Knack, LLC

There's a lot of agencies throughout the southeast. Pitch or project, I've come up with a lot of ideas for many of them.

Senior Copywriter

Atlanta, Georgia

Mar 2011 - Sep 2012

JWT Atlanta

Clients: BlueCross BlueShield, The United States Marine Corps

Senior Copywriter

Atlanta, Georgia

Jun 2010 - Jan 2011

IQ Interactive

Clients: Under Armour Combine360, Allstate, Wells Fargo, Pennington Wild Bird Seed

Senior Copywriter

Digitas

Clients: SunTrust

Atlanta, Georgia
Jun 2009 - Jun 2010

Copywriter

22Squared

Clients: Lincoln Financial, Publix, Buffalo Wild Wings, Shoe Carnival,

Tampa, Florida
Sep 2007 - Jan 2009

Copywriter

Boone\Oakley

Clients: Bloom Grocery Store, Nascar Craftsman Truck Series, Charlotte Bobcats, South Park Little League, Dialog Communications, Nascar on Speed

Charlotte, North Carolina
Jun 2005 - Aug 2007

Intern/Freelance Junior Writer

BBDO Atlanta

Clients: Cingular Wireless, Georgia Natural Gas, Bayer Lawn & Garden

Atlanta, Georgia
Mar 2004 - May 2005

SCHOOLED

Advertising/Public Relations

University of Central Florida

What I learned: A lot about myself. Very little about advertising.

Orlando, Florida
- Dec 2000

A rite of passage to work in a creative department

Atlanta, Georgia

The Creative Circus

What I learned: Concept is king. Color copies get expensive.

HIGH FIVE'S

Comm Arts
Advertising/Photography Annuals,
Effies, Obies, Graphis, Print,
Addies, CMYK, Tellys, One Show-
The Magazine

Multiple Fantasy Football Championships

ON THE SIDE

The Creative Circus—Senior Copy Advisor

I've always wanted to be a leader/teacher/motivator. The Circus gave me the opportunity. For the past six years, I've been dropping words of wisdom doing my part to make advertising better.

Dedicated dad

Father to my sidekick, my pal, my son, Gavin. Caregiver to two extraordinarily needy Pembroke Welsh Corgi's.
Subservient goofball to my wife.

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