

MICHAEL GORELIC

ACD/Senior Writer
michaelgorelic@mac.com
www.michaelgorelic.com

Experience

Doner, Detroit, MI. 2008-2009

Worked in Rob Strasberg's Creative Department. While I was only there for eight months I created the new "Cardboard" campaign for The UPS Store, which included, TV, print, radio and banners. I also worked on the new campaign for the Detroit Zoo, which included, TV, print, outdoor and interactive. I also worked on a number of new business pitches.

Ogilvy & Mather, Durham, NC. 2005 to 2007

As Senior Copywriter and later ACD I was responsible for creating brand-building work for IBM, Lenovo, Museum of Life & Science, Eastman Guitars, Ronald McDonald House of Chapel Hill, Alivia's Bistro and others. As ACD I ran as many as three teams.

Awards won while at Ogilvy:

One Show Merit 2007, AIGA Merit Award 2007, CA Design Annual 2007, Art Director Club Merit 2008, One Show Shortlist 2008, Triangle Addy's Judges' choice Award 2008

West & Vaughan. Raleigh, NC. 2003-2004

Senior Writer with direct client contact working on Carquest, Triangle United Way, Glen Gery Brick, Historic Jamestown and Lee air.

McKinney & Silver, Raleigh, NC. 2000-2002

Copywriter working in David Baldwin's Creative Department. I wrote and produced campaigns for Krystal Restaurants, Audi of America, Full Frame Documentary Film Festival and others.

Saatchi & Saatchi, San Francisco, CA. 1998-1999

Copywriter working on Hewlett Packard, San Jose Mercury News and Sony Metreon.

Awards won while at Saatchi:

San Francisco Show Silver Award 1999

Freelance

MTV, NYC: Co-wrote the 2007 MTV Video Award commercials.

GMMB, DC: A social cause agency. I worked on the Communication Workers of America account that garnered more press for the agency and client than any other campaign in recent agency history.

Murder INC., SF: Created work for the online component of Fogdog.com

McCann Erickson, SF: Worked on Microsoft account and Lexmark printers.

Grant, Scott & Hurley, SF: Worked in the old Howard Gossage fire station. Awesome experience.

A number of other shops in Chicago, NYC, San Francisco and Raleigh, NC.

Education

Columbia College, B.F.A. Advertising, Chicago, IL. 1993

Portfolio Center, Copywriting, Atlanta, GA. 1998. Received a One Show Merit for the Student One Show Competition.