

Everett Guerny copywriter

About

- Crafting killer copy for cute little startups and big ol' goliaths — I've done both, and always serve it up with critical thinking and sound strategy.
- Expect verbs that soar, adjectives that describe, and similes that slice through apathy like it was hot buttah.
- I also do this neat trick where I think about the reader while writing, really.
- Anyway, you should say hi: everett.guerny@gmail.com

Experience

Digital Copywriter at Carnival Cruise Line, Miami **2010–present**

- I'm the copywriter here. Hello.
- I do writing and editing, with an eye on critical thinking, problem-solving, strategy, brand voice and more.
- You can catch me doing this for retail, email, social, content, blogs, video, plus SEO that honestly doesn't even sound that bad.
- I write about all kinds of products: every new product launch, new ships, destinations, dining, youth, entertainment, casino, bars, spa/fitness, wedding/honeymoon and who can even remember what else?
- Sometimes I also write co-branded stuff for projects with partner brands, sports teams, ghostwriting for celebrities, pro athletes, a cool-guy famous chef, one underwater photographer and more.
- There was also that one time with the rotting pumpkins.

Communications Specialist at Multiply, Inc., Boca Raton **2005–2009**

- I was the in-house copywriter at this early social media startup.
- I wrote copy for retail, email, UI, the corporate blog, banner ads, product announcements, newsletters, social content, sweepstakes and more.
- I also helped out with press/blogger pitches, user testing, writing templates for tech support and even in-person industry events, telling kindly press folks all about Multiply.
- I would interact with users on company blog comment threads, discussion groups and support channels
- I learned I was decent at softball and great at 12-foot-tall posters.

Intern at Beber Silverstein Group, Miami **Summer 2005**

- I helped out with small projects at a mid-sized ad agency.
- I also worked on an integrated campaign project to grab attention, build buzz and win new business for the agency. My group did weird things with mannequins.
- Anyway, as part of that project, I came up with a new tagline for the agency — “thinkbsg” — which they still use in their domain/social handles.

Intern at Leftfield Advertising, Ft. Lauderdale **Spring 2005**

- I wrote copy, did creative concepting and some light layout work for print ads, direct mail and brochures.
- Wow, I learned a lot!
- I also art-directed a print ad for a florist client that everybody liked and wanted to enter into the next local ADDYs... but then the agency died.

Education

Bachelor of Science at Florida International University, Miami Graduated **May 2005**

- Degree in Mass Communication; emphasis in Advertising, Creative
- English minor
- Classes in Radio & TV, PR, Hispanic Marketing, Integrated Campaigns and Film
- Placed first in US/Canada in IAA InterAd IX competition as Copy Director for *Sneakers & Suits Communications*
- Did writing, blogging and Guinness-drinking for the British-American Student Association... not that I'm British.

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