

# david ross mcclay

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Profile	A battle-tested creative with a healthy dose of marketing mastery, social media sorcery, and enthusiastic energy grounded in retail reality.
Experience	<p>Freelance Senior Copywriter, Hilton Grand Vacations; Orlando, FL — 2020-Present Responsible for over 100 projects including email, digital, and social marketing, in-room guides, sales collateral, internal branding projects, signage, campaign concepts, and corporate communications.</p> <p>Senior Copywriter, REVERED; Raleigh, NC — 2018-Present Responsibilities include leading creative efforts within the agency in concert with the Senior Designer, collaborating with leadership to produce effective strategy and big ideas, creating and managing client social media posts, and, of course, writing excellent copy. Clients have included Stoker's, Relias, RailInc, Langdon Tactical Technology, and Duke University.</p> <p>Copywriter, Mckinney; Durham, NC — 2012-2018 Produced national TV, print, digital and social for Samsung, Nationwide, Travelocity and Subway, among others, earning praise from Creativity and recognition from The One Show. Additionally, worked on brand strategy for Crocs' social, the Durham Convention and Visitors Bureau, the McKinney brand, and pitching new business.</p> <p>Communication Designer, Moss + Ross Consulting; Durham, NC — 2011 Responsible for preparing all client documents and presentation materials, ensuring communication consistency and visual impact. Clients included Rex Healthcare, Urban Ministries of Durham, Carolina Friends School, YMCA Camps and Durham County Library.</p>
Education	<p>Davidson College; Davidson, NC – English, 2008</p> <p>University of North Carolina at Chapel Hill; Chapel Hill, NC - Masters in Digital Communication, 2022</p>
Skills	Creative problem solving through collaboration and big ideas, social media strategy and implementation, script-writing and audio/visual advertisement production, CRM and B2B marketing, event and guerrilla marketing, brand-journalism, as well as presenting and pitching to existing and potential clients. Experience and thorough knowledge of Mac and Windows platforms, including Office and similar productivity programs and Adobe Creative Suite.
References	Available upon request.

## Additional Experience

**Stand-Up Comedy-** Regular performances for over 2 years in Los Angeles. Venues included Comedy Store, Laugh Factory, and LA Improv. Wrote and promoted all my performances.

**Improvisation-** Trained at Second City Boot Camp in both sketch writing and improv, and performed in Donny's Skybox at Second City, Chicago. Also received training in improv and Commedia dell'Arte at Davidson College.

**Acting-** Several leading roles at Davidson College, including a teaching and performing residency with the Royal Shakespeare Company, workshops with RSC and Royal Academy of Dramatic Arts in London, and performances at the Fringe Festival in Edinburgh, Scotland. Developed, wrote, directed, acted in and edited advertisement shorts for West Hollywood Best Buy that were shown throughout the back to school campaign, 2010.

**Mascot-** Served as Mr. Cat, the wildcat, for all four years at Davidson, including the incredible underdog run in the 2008 NCAA Men's Basketball Tournament, with a little help from now NBA MVP, Steph Curry.