

# George Curi

## See ads run.

gcuri@georgecuri.com  
310.435.9084  
GeorgeCuri.com

## Summary

Award-winning (and generally winning) Senior Copywriter/Associate Creative Director with 15+ years of experience concepting, writing and producing print, broadcast, digital and outdoor advertising for global consumer brands.

Known far and wide for ads with legs – timeless communications serving clients years after delivery.

Easy rapport with fellow creatives, particularly commercial directors and talent, enhanced by acting background; enjoys ability to see a spot from every angle and to inspire superlative performances.

Executive Producer of groundbreaking 2007 documentary “En el Fuego”; active member of Screen Actors Guild.

Advocate of grassroots, organic approach to advertising.

## Education

M.F.A. in advertising, 2000,  
Miami Ad School

As student, ad appeared on cover of Adweek

B.A. in English Literature,  
Columbia University

Certificate in Playwriting,  
London Academy of Music and Dramatic Arts

## Selected Recognition

DDB Campaign of the Year, 2000  
Admine.com print finalist, 2001  
8 Addy Awards, including 1 Best of Show

**Agent C, LLC** (brand/creative consulting), Los Angeles/Miami  
**Senior Copywriter/Associate Creative Director/Principal**, 2001-present

- Collaborating with agencies including Dailey, Publicis, Teleflora, White + Company, Square One and JWT on behalf of major brands, among them Pepsi, McDonald's, Burger King, Boeing, Honda, Toyota, Nissan, General Mills, Lands' End, Best Western and JCPenney; also working directly with such clients as Vivendi Games.
- Vivendi (Universal) Games, Sony Playstation 2, “Miami Vice”: Teamed with Oscar-nominated director Michael Mann on videogame incarnation of 2006 film; Mann was so enamored of tagline “Badness Happens” that he reworked key art to accommodate it.
- Dailey, Best Western: Television campaign built around tag “It’s my Best Western” (promoting unique character of each franchisee) debuted in 2003 – tag and copy still generating business for client.
- Teleflora, POM Tea: Responded to call for pithy billboard headlines with “Model Tea”; resulting national outdoor campaign received rapturous response.

**Sapient**, Miami  
**Senior Copywriter**, 2008

- Reinvented Citibank Interactive brand; global digital initiative was so successful that content was adapted for brochures used at point of purchase in branches worldwide. Delivered ads promoting Beijing 2008 Olympic Games.

**Zimmerman Advertising/Omnicom**, Fort Lauderdale  
**Senior Copywriter**, 2007

- Crocs: Helped win account with guerilla campaign featuring women ruined by their high heels – placed first-aid kits in ladies’ rooms supplying relief for injured feet.
- Ashley Furniture: Contributed copy, direction and editing to dozens of commercials.
- Wrote ads for Miami Dolphins, Florida Marlins and Florida Panthers.

**DDB**, Chicago  
**Copywriter**, 2000-2001

- On second week of the job, sold million-dollar Sydney 2000 Olympic Games commercial to McDonald's.
- Lands' End: For interstate billboards guiding motorists to Lands' End outlets, used client's products to point the way – one “route” mapped with a pair of belts, another with the seams on a pair of jeans; campaign credited with putting Lands' End outlets on the map (so to speak).
- Yoplait Expresse (General Mills): Slogan “Yogurt for the Go-Girl” pushed sales through the roof, ran for five years.
- Van Kampen Investments: Concepted radio spot around woman reminiscing about her father; ad sold immediately after presentation that left not a dry eye in the house. Wrote/directed annual-sales-conference video spoofing “The Six Million Dollar Man”; enlisted editor to excerpt scenes from 20+ episodes; having rallied Van Kampen troops, spot went on to fame as viral video.
- JCPenney: Oversaw all print and radio.

**TBWA/Chiat/Day** (New York, London); **Fallon McElligott** (London, Minneapolis); **BMP DDB** and **Abbot Mead Vickers** (both London); **Leo Burnett** (Chicago, London)  
**Intern**, 2000

- Fallon McElligott: Print ad for OFF! campaign featured as full page in Graphis.

**DDB**, New York  
**Junior Copywriter**, 1990-1994

- Hired as Assistant Account Executive; after winning international Ads Against AIDS competition (with “Baseball, Hot Dogs, Apple Pie and AIDS – it’s closer to home than you think”), was moved to creative department; subsequently worked with Bristol-Meyer, Exxon Mobil and Goodyear.

**Merrill Lynch**, New York  
**Assistant VP of Corporate Communications**, 1994-1997

- Recruited as Senior Writer for Client Promotions; generated all manner of collateral, voluminous investor reports, engaging CEO speeches.