

Grace Harris

Strategic, conceptual, and purpose-driven copywriter with 10+ years of experience developing campaigns and creative solutions for brands across categories. Seeking new opportunities that challenge me to grow as a writer and creative leader, while making a meaningful and lasting impact in the world.

Contact

hello@grace-harris.com • www.grace-harris.com

Experience

2016 – present

Freelance Associate Creative Director / Copywriter

Various • NYC → RVA

Currently collaborating with agencies and brands on a contract basis, with projects ranging from 360° campaigns to social activations to integrated content production. I've helped craft ideas and copy for everything from fitness apps to nonprofit orgs, guiding projects from concept through delivery.

2012 – 2016

Senior Copywriter

dentsu 360i • NYC

Led copywriting and multi-channel content development for social-first integrated campaigns, including award-winning brand refreshes for New Orleans Tourism, Clinique, and Lean Cuisine. Managed junior and mid-level teams on a project basis.

2010 – 2012

Copywriter

People Ideas & Culture • NYC

Worked as lead writer at a hybrid ad agency/strategic consultancy start-up. Was responsible for co-managing all creative deliverables from concept through production, working alongside a small but mighty team of designers and strategists.

Education

2008 – 2010

MS, Mass Communications,
Copywriting
VCU Brandcenter

2005 – 2008

BA, English
University of Mary Washington

Workshops

Brand Journalism, 360iU
Presentation Skills, 360iU

Advocacy Writing,
Columbia University

Social Impact Strategy,
University of Pennsylvania

Awards

Cannes Lions - Shortlist
Academy of American Poets Prize
WEBBY Award - Travel Honoree
ARF Ogilvy Awards - Best in Show
ADDYs - Best of Show & Gold
Adrian Awards - Platinum

Clients

Peloton, New Orleans Tourism,
Dove, Lean Cuisine, Canon,
Scotts Miracle-Gro, TJX brands,
Clinique, American Red Cross,
Cox Communications, HBO,
Verizon, The Conservation Fund,
new business + many more