

# GEORGE L. CURI

see ads run.

(786) 702 0040 | gcuri@georgelcuri.com | georgelcuri.com

## PROFESSIONAL EXPERIENCE

AGENT C, LLC (branding/creative consulting) Los Angeles/Miami  
SENIOR COPYWRITER/ASSOCIATE CREATIVE DIRECTOR/PRINCIPAL 2011 – present

Clients: Dailey, Publicis, Teleflora, White + Company, Square One, JWT, Vivendi Games, Pepsi, McDonald's, Burger King, Boeing, Honda, Toyota, Nissan, General Mills, Lands' End, Best Western, JCPenney

APPLICA, Inc. Miramar  
SENIOR COPYWRITER 2010 – 2011

Clients: George Foreman Grill, Farberware, Russell Hobbs, Black & Decker

SAPIENT (www.sapient.com) Miami  
SENIOR COPYWRITER (CONTRACT POSITION) 2008

Clients: Citibank

ZIMMERMAN ADVERTISING/OMNICOM (www.zimmerman.com) Fort Lauderdale  
SENIOR COPYWRITER (CONTRACT POSITION) 2007

Clients: Crocs, Ashley Furniture, Miami Dolphins, Florida Marlins, Florida Panthers

DDB (www.ddb.com) Chicago  
COPYWRITER 2000 – 2001

Clients: McDonald's, Lands' End, Yoplait Expresses (General Mills), Van Kampen Investments, JCPenney

JUNIOR COPYWRITER 1990 – 1994  
Clients: Ads Against AIDS, Bristol-Meyer, Exxon Mobil, Goodyear

MERRILL LYNCH New York  
ASSISTANT VP OF CORPORATE COMMUNICATIONS 1994 – 1997

## INTERNSHIPS

TBWA/CHIAT/DAY  
New York/London

FALLON MCELLIGOTT  
London/Minneapolis

BMP DDB  
London

ABBOT MEAD VICKERS  
London

LEO BURNETT  
Chicago/London

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## EDUCATION

Miami Ad School Miami, Florida

- M.F.A., Advertising, 2000
- Ad featured on cover of Adweek

London Academy of Music and Dramatic Arts London

- Certificate in Playwriting, 1990

Columbia University New York, New York

- B.A., English Literature, 1986

Harvard University Cambridge, Massachusetts

- Pre-law, 1982 – 1983

## AWARDS & ACCOMPLISHMENTS

DDB CAMPAIGN OF THE YEAR, 2000

ADMINE.COM PRINT FINALIST, 2001

8 ADDY AWARDS, including Best of Show