
Quentin McCree

Copywriter. Storyteller. Podcaster.

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[Podcast](#) • [Blog](#) • [Portfolio](#) • [Essays](#)

SKILLS

Spread ideas and create value through carefully created content using voice and tone via web copy, print copy, blog posts, social media and wherever else the words are. Consumer research, too. That way the words are authentic and match the worldview of the consumer and the brand so relationships happen. Currently collaborate with a team of thirteen to build content strategies aimed at creating action.

EXPERIENCE

Belk, Charlotte, NC - *Copywriter*

January 2017 - Present

- Create and manage voice and tone for over 10 in-house brands to deliver accurately branded messaging via print ads, mailers, catalogs and web copy
- Think up and present ideas for print media strategies based on consumer research
- Consumer behavior and brand research to make the story sharable and relatable
- Build marketing pieces in InDesign to ensure they are on brand and tell the story

American Advertising Federation, Charlotte, NC - *Treasurer*

May 2017 - Present

- Balance the dough so we can put on the AAF Awards each year
- Network with other creatives in the Charlotte area to build membership
- Currently building content plan around a podcast to create a space for creatives to network and share ideas

Wray Ward, Charlotte, NC - *Freelance Proofreader*

December 2016 - January 2017

- Worked with team to proof Moen's kitchen and bath catalog (It was ginormous)
- Proofed business proposals and other client pieces
- Argued over Oxford Commas

Pinckney Marketing, Charlotte, NC - *Copywriter*

August 2016 - January 2017

- Created blog posts for McAlister's Deli and Killingsworth Environmental
- Built voice and tone for web clients and created e-books for our IT/Cloud client
- Penned web copy to enhance user experience and create consumer value
- Wrote print ads for new business proposals and current clients

EDUCATION

Southern Illinois University, Carbondale, IL - *Advertising/Journalism*

AUGUST 2005 - MAY 2009

Cool classes including copywriting (duh), ethics in advertising, media planning and a sociology minor