

# HAYLEY REAVER

WRITER & CREATIVE THINKER,  
WHO KNOWS HOW TO DESIGN (WHOAI)

[www.leaveittoreaver.com](http://www.leaveittoreaver.com)

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## WHAT I KNOW:

**Portfolio Center** // Atlanta, Georgia

2008-2010

Certificate in Advertising Arts

Copywriting

**Kent State University** // Kent, Ohio

2003-2007

Bachelor of Science in Advertising

Minor in Marketing

## WHAT I CAN DO:

Adobe Creative Suite

All those writing programs

## FRIDGE WORTHY:

Telly Award

American Greetings video

2017

Graphis Award

O'Charley's posters

2017

Cleveland ADDY Award judge

2014

O'Toole Creative Awards

contributor

2014

Small Agency of the Year

contributor

2012

Radio Mercury Award

People's Choice

2010

Radio Mercury Award

Orkin student radio

2010

Gold Atlanta ADDY Award

student campaign

2010

Silver Atlanta ADDY Award

student radio

2009

Cleveland ADDY Award Committee

2007-2008

## PLACES THAT PAID ME:

**Brookdale Senior Living // Creative Lead**

2018-Present | Nashville, Tennessee

Main Focus: Concept and produce branding campaigns, create materials for corporate sales, HR, clinical, resident engagement, C-Suite clients, lead a creative team in the production of materials for senior living communities

**Freelance // Senior Copywriter & Creative Lead**

2014-Present

Clients: Aerotek, Luzianne, Blue Plate Mayonnaise, Stryker, UPS, Cayston, Louisiana Fish Fry, French Market Coffee, HCTec, Mars, FoundationOne, Value City Furniture, Kimball's Jewelry, Florence Bank, Cracker Barrel, CashStore, Partners Insurance of BayCoast Bank, The Brick Industry Association, WMM Healthcare Solutions Group, WMM Auto Solutions Group

Agencies: PURE, GSW-W, Arras Keathley, Crabb Radermacher, redpepper, Sean Tracey Associates, WebbMason Marketing

**Envision Healthcare // Senior Copywriter**

2017-2018 | Nashville, Tennessee

Main Focus: Concept monthly social content and manage a team of freelance writers who produced it, create creative campaigns for Envision Physician Services, AMSURG, and Envision Healthcare

**BOHAN // Copywriter**

2015-2017 | Nashville, Tennessee

Main Client Focus: O'Charley's, Frist Center for the Visual Arts, Dollar General, bluField, Blue Cross Blue Shield of Tennessee, Soles4Souls, United Way of Middle Tennessee

**Sullivan Branding // Copywriter**

2015 | Nashville, Tennessee

Main Client Focus: SVP Worldwide, Nashville Ballet, YWCA, The Old School Farm, Magnolia Regional Health Center, HackensackUMC, Nashville Cable, Nashville Sports Council, Birthplace of Country Music Museum, National Multiple Sclerosis Society-Mid South Chapter

**Baldwin& // Copywriter**

2011-2014 | Raleigh, North Carolina

Main Client Focus: Burt's Bees, güd, BMW Golf, Gearwrench, Kingsford, Cree, The Umstead, Red Hat, Fresh Step, RepublicWireless

**Think Interactive Inc. // Copywriter**

2010-2011 | Atlanta, Georgia

Main Client Focus: Arby's, Sears, Nutro, Orkin, Greenies

**three // Junior Copywriter**

2009-2010 | Atlanta, Georgia

Main Client Focus: Simmons Beautyrest, Spectracide, Shaw Flooring, Children's Healthcare of Atlanta

**WYSE // Junior Copywriter**

2007-2008 | Cleveland, Ohio

Main Client Focus: Medical Mutual, National City, Smucker's, Marathon, Sherwin-Williams, GE Lighting, Honeywell

**POINTTOPOINT // Copywriting Internship**

2007 | Beechwood, Ohio