

# Greg Petropoulos

curriculum vitae and creative portfolio



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# Hello.



If you're looking for a senior copywriter, I hope you page through this portfolio or look online at [www.gregpetropoulos.com](http://www.gregpetropoulos.com).

The following includes my résumé, a client list, and some samples that hopefully highlight my near 30 years of experience within marketing communications. Since 1992, I have served agencies and corporations as a creative copywriter, senior copywriter, brand director, creative lead, and creative director. For the last eight years, I've been a senior copywriter for Eastman, where I:

- Developed brand names, brand messaging, and campaigns for products across all manufacturing silos, honing the value propositions for all markets, specifically: 3D printing, adhesives, agriculture, apparel, building and construction, coatings, cosmetics, durable goods, films, housewares, electronics, janitorial and household cleaning supplies, medical, ophthalmics, personal care and hygiene, pharmaceuticals, and transportation
- Named several brands for apparel/fibers, specialty plastics, cellulose acetate, biodegradable single-use plastics, agricultural solvents and adjuvants, and animal nutrition
- Created naming and branding in affinity programs for clients, instrumental in our customers getting their products in Walmart and featured on the Food Network and Home Shopping Channel
- Developed and presented brand launch messaging for specialty plastics, coatings, fibers, sustainability, and circular economy
- Created tradeshow campaigns that garnered record amount of leads for the company
- Spearheaded countless presentations to business units for new brands, new trade show concepts, and campaigns
- Introduced creative process parameters to the marketing communications team

Thanks for looking.

Greg Petropoulos

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# Curriculum vitae

### PORTFOLIO

gregpetropoulos.com

### QUALIFICATIONS

Since 1992, I have spearheaded campaigns in all media, consistently developing big-idea creative strategies and concepts for a diverse range of companies—from baby food to bulldozer teeth. I'm experienced at supervising employees, mentoring writers and designers, providing comprehensive creative direction throughout a project, and presenting campaigns to clients. Software skills include Microsoft Office Suite (Word, PowerPoint, Excel) and the Adobe Creative Suite (InDesign, Photoshop).

### EXPERIENCE

Jan 2012–  
present)

**senior copywriter, Eastman Chemical Company**, Kingsport, Tenn.

I am responsible for content and brand messaging for all of Eastman's business units—developing brand names and messaging, creating brand awareness, and fostering interest in Eastman materials.

July 1994–  
Jan 2012

**writer/creative director, DBA Greg Petropoulos**, New Durham, N.H.

I worked with agencies nationwide, providing concepts and copy for all media, including print, direct mail and email, radio, television, web, SEO, newspaper, PR, trade show, catalog, and outdoors/billboards.

Oct 2007–  
May 2011

**brand director, MicroArts, LLC**, Greenland, N.H.

I branded and developed branding concepts and strategies for more than 60 B2C and B2B clients in all media. I also provided concept oversight for all projects, brand launches, and client presentations.

Oct 2000–  
Dec 2001

**creative copywriter, MicroArts, Inc.** Greenland, N.H.

I provided copy for all communications and media—primarily B2B clients—including taglines, naming, brand development and strategy; media: web, print, direct mail, packaging, POP, PR.

Sep 2002–  
Sep 2003

**staff writer, Nellie Mae**, Braintree, Mass.

I created copy and concepts for the education financing industry; media: print, direct mail, PR, Web, trade show. I also created and launched a rebranding campaign for the company.

May 2000–  
Oct 2000

**writer, Sage Marcom**, Newburyport, Mass.

Responsibilities entailed developing copy and creative concepts for B2B communications.

Oct 1999–  
May 2000

**senior writer, Gray Loon Marketing Group**, Evansville, Ind.

Responsibilities included copy and concepts for B2C and B2B communications, brand development and strategy, including print, direct mail, interactive CD, video, web, and PR.

Jul 1992–  
Nov 1997

**senior writer, USA Group**, Indianapolis, Ind.

Responsibilities involved developing corporate and marketing communications. Achievements included heavy involvement in developing USA Group's corporate ID and rebranding.

### EDUCATION

May 1983

B.A. English Writing, Indiana University

**Architecture and Construction**

Foram Group  
 Harry Hunt Architects  
 MCZ Urban  
 Mullican Flooring  
 Newforma  
**Perennial Wood**  
 Snyder Companies  
 Tapco Group  
 True North Home Systems  
 Urban Loft  
 Woodhouse Timberframe Homes

**Financial**

**AgOne Lending**  
 America General Finance  
 America's Tuition Payment Plans  
**BB&T Bank**  
 Chartworth  
 Citizen's National  
 Citizen's Trust  
 Community Bank of Northern Virginia  
 Direct Federal Credit Union  
 Federal Direct Bank  
 Franklin Savings Bank  
 HW&H Financial Care  
**ITT The Hartford**  
**Jackson National Life**  
 KML Associates  
 McGuckin Shatz White  
 Monterey Financial  
 Meredith Village Savings Bank  
**Nellie Mae**  
 North Star Leasing  
 Pitney Bowes Credit  
 Sandy Springs Bank  
 Savings Bank of Walpole  
 Speranza  
**TurboTax**  
 USA Funds  
**USA Group, Inc**

**Automotive/Marine**

City Chevrolet (San Diego)  
 Fearless Yachts

**Real Estate**

**AQUA at Allison Island (FL)**  
 The Bartram (FL)  
 Brickell Financial Centre (FL)  
 Carnegie Towers at Newport (RI)  
 The Cascades (VT)  
 Converse House (VT)  
 Eastview (VT)  
 Flamingo South Beach (FL)  
 Foram Group  
 Keen's Crossing (VT)  
 MCZ Urban  
 Re/MAX  
 Riverwalk (PA)

**Manufacturing/Industrial**

**Alcoa**  
 Boonville Mining  
 Crescent Plastics  
**Eastman Chemical Company**  
 Eiger Engineering  
 General Devices  
 Hallam Engineering  
 Indiana Furniture  
 Lily Industries  
 Mistibushi Machine  
 North American Green  
**Osram Sylvania**  
**Rubbermaid**  
**Schneider Electric**  
 TAC Vista  
**Waste Management**  
**Whirlpool**

**Energy/Utilities**

American Renewables  
 Cincinnati Bell  
 Hoosier Energy Power  
 Houston Street  
 Irving Oil  
 NEO Energy

**Consulting**

Ignite consulting  
 PACE360  
 StratAcuity

## Client list (continued)

### Healthcare/Medical

Accordia  
 Advanced Veterinary Care Miami  
**Aetna**  
 American Association of Medical Colleges  
**Blue Cross Blue Shield Vermont**  
 Central Louisiana Rehabilitation Center  
 Continental Rehabilitation Hospital  
 Converse House  
 Daughters of Charity  
 Deaconess Hospital  
 Fletcher Allen Health Care  
 Good Samaritan Hospital  
 Indiana Bone and Marrow Transplantation Corp.  
 Kaduceus Medical  
 Little Silver Medical  
 Merck Osteopathy  
**Methodist Hospital**  
 Metryx Medical  
 Montgomery General Hospital  
 MRI of Indiana  
**MVP Health Care**  
 N of One Therapeutics  
**Planned Parenthood of Northern New England**  
 Trover Clinic  
**Vermont Department of Health**

### Education

American Association of Medical Colleges  
 America's Tuition Payment Plans  
**Anderson University**  
 Berwick Academy  
**Champlain College**  
 Champlain Technical Academy  
 Champlain School Corporation  
 Evansville School Corporation  
 Gould Academy  
**National Science Foundation**  
 Middlebury-Monterey Language Academy  
**USA Funds**  
 USA Group, Inc  
**Vermont Law School**  
 Vermont Student Assistance  
**Vermont Technical College**  
**Vincennes University**

### High Tech

2N+1 Data Centers  
 AEC1  
 Atrio  
 AVG  
 Chartworth  
 Context  
 CorrectDeck  
 CyberTrust  
 DailyMe, Inc.  
 DEMO conferences  
 Digital Reef  
 Disc Jockey software  
 Firebrand Technologies  
 Goby.com  
 Greenopolis  
 GreenPages  
 Houston Street  
 ICG Commerce  
**The Internet Society**  
**Intertek Testing**  
 InReach  
 Jasc software  
 Klockwork  
 Lorex Technologies  
**McAfee**  
 Metryx Medical  
 Newforma  
 Newmarket  
 PaintShop Pro  
 PAR-Springer Miller  
 Photonex  
**Raytheon RF**  
 Speranza  
 SymQuest  
 THINQ  
 TideWatch  
 Time Driver  
 TimeTrade  
**TurboTax**  
 Vectron SAP  
**Vertica**  
 Vidar  
 Visual I/O  
 WinCleaner  
 XP Smoker

## Client list (continued)

### Retail/Consumer Goods/Food Services

#### ACE Hardware

Alpine Shop

Anna Street Handbags

#### Anthem Blue Cross Blue Shield

Bag Balm

Bamboo Bottle

Belletetes Hardware

Bennington Potters

Brandon Farm Pet Food

#### Brookstone

#### Brown Cow Yogurt

By Nature Pet Food

#### Cabot Creamery

Cockadoodle Doo

#### Coldwater Creek

Comstock Fruit Filling

Cricket Magazine

Disc Jockey software

DMI Sports

E-Cloth

Exeter Paint

#### Fruit of the Loom

Greenopolis

HP Hood

Jasc software

Kids Town

Kimball Furniture

#### L.L. Bean

Loxex Technologies

#### McAfee

#### Mead Johnson Bristol Meyers Squibb

Native Dog Food

Next Generation Vending

Oatley Oat Milk

Omibod

#### Osram Sylvania

PaintShop Pro

Planet Earth Bikes

Purple drink

Rescue Remedy

#### Rubbermaid

Perennial Wood

Scott Archery

Scout Mountain Archery

Soul Poles

#### Source Naturals/Threshold Enterprises

#### Stonyfield Farms

Todi

Troll liquor

#### TurboTax

University Mall

Veg-All

WinCleaner

#### Vermont Dairy Association

#### World's Best Cat Litter

### Entertainment

ESPN Desportes

IMAX Theaters

Indianapolis Museum of Art

Indianapolis Symphony

Indianapolis Zoo

Music Technologies

### Hospitality/Tourism

Atrio

Climb Axe Adventures

Discovery Maps

#### Evansville Visitors and Convention Bureau

#### Indianapolis Museum of Art

#### Indianapolis Symphony

#### Indianapolis Zoo

#### Lake George Area of the Adirondacks

#### Louden County Visitors and Conv. Bureau

#### Okemo Resort

PAR-Springer Miller

The Pasta House

Ramada Resort

Riverhouse Hotel

Silver Lake Resorts

#### Smugglers' Notch Resort

#### Spruce Peak at Stowe

Suicide Six Ski Area

#### Vermont

#### Warren County Visitors and Conv. Bureau

Woodstock Inn

Zero Point One

### Transportation

#### Atlas Van Lines

Burlington Airport

North County Transit (So. Cal.)

Rutland State Airport

## Client list (continued)

### Government/Public Services

Housing Vermont  
Ledama Olekina 2012 (Kenya)  
Vermont Dept of Economic Dev.  
Vermont Dept of Transportation  
Southwest Indiana Econ Development  
United Way

### Agencies

Adam & Knight (CT)  
AdEase (CA)  
Bridge House (FL)  
Burkhart Cain (IN)  
Christensen Design (FL)  
Digital Flannel (VT)  
The Duffy Agency (NH/Sweden)  
Duffy Creative (NH)  
Garrand & Company (ME)  
Goltz-Seering (WI)  
Gray Loon Marketing Group (IN)  
Gumas (CA)  
Hirshorn Zuckerman Design Group (MD)  
HMC (VT)  
Hot Diggity (NH)  
I-Design (IN)  
Kelliher Samets Volk (VT)  
Mann Marketing (VA)  
Mad\*Pow (NH)  
McClain Marketing (ME)  
MicroArts (NH)  
Place Creative (VT)  
Pannos Marketing (NH)  
Paul Kaza Associates (VT)  
Portfolio One (NH)  
Sage Marcom (MA)  
Salsa Creative (NH)  
Scuola Group  
StarrJewel Marketing Services (VT)  
Ten Adams (IN)  
Wildfire (NC)  
Yellow Steel (NH)

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## Portfolio samples

## Brand launch

Eastman **TETRASHIELD™**  
protective resin systems

The goal was to position this resin technology as the most protective coating available while implying that anything else may leave assets vulnerable. The launch included brand messaging, developing value propositions and pillars across four different market segments, ad creation, direct mail/email, a trade show concept for the American Coatings Show, web content, and more.





My concept for the American Coatings Show was to display brightly painted suits of armor protected by Tetrashield. The knights viscerally represent protection while also demonstrating the quality of the coating. As further demonstration of the product's durability, the booth featured painted metal panels, on which visitors were invited to try to scratch with a key.



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## Portfolio samples

## Advertising

Whether as print, online, or broadcast, an ad encapsulates your brand's single outstanding value proposition in as succinct way as possible.

Pre-Eastman samples are available at [www.gregpetropoulos.com](http://www.gregpetropoulos.com).



**EASTMAN**

**When you think about what goes on flooring,  
it's good to know what goes in it.**

The market is changing. And Eastman is meeting that demand with Eastman 168™ plasticizer, an excellent alternative to traditional plasticizers for PVC-backed carpet tiles. In fact, Eastman is the largest manufacturer of non-phthalate plasticizers in North America—including fast-fusing Benzoflex™ solutions. And when you're ready to make the switch, our superior customer support will have you floored, as well.

For more, visit [www.eastmanplasticizers.com](http://www.eastmanplasticizers.com).

Eastman, Eastman 168, and Benzoflex are trademarks of Eastman Chemical Company.  
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**Sometimes, the most important seed you can plant is an idea.**

**Together, we can create positive change.**

At Eastman, we have an ongoing commitment to social responsibility and social impact. Through our various initiatives, we're working to help address the challenges facing the world, such as education, gender equality, economic growth, responsible consumption, and climate change.

We are proud to partner with the United Nations Development to build more resilient communities and improve the lives of people in need. We are committed to social responsibility and social impact, and we are proud to be a part of the solution.

To learn more, visit [Eastman.org/socialresponsibility](http://Eastman.org/socialresponsibility)

**EASTMAN FOUNDATION**  
*Good for good*



**If you want to improve your polyphonic quality, don't neglect the polymer.**

Headsets make a subtle difference. The quality of the headset's polymer can make a significant difference in the quality of the sound. Eastman's Tritan polymer is designed to improve the quality of the sound, making it more natural and more enjoyable to listen to.

Eastman's Tritan polymer is designed to improve the quality of the sound, making it more natural and more enjoyable to listen to. It is made from a high-quality polymer that is designed to improve the quality of the sound, making it more natural and more enjoyable to listen to.

For more information, visit [Eastman.org](http://Eastman.org)

**tritan**  
Eastman

**EASTMAN**



**A lot depends on the integrity of your glass.**


Architects are using glass as a lighting medium for floors, extremely large panels, ceilings, walls, columns, and more. Safety is a critical factor in the design of these structures. Glass must be able to withstand the forces of nature, including wind, rain, and snow, without shattering or cracking.

With Saflex Structural, you can design modern and beautiful glass systems that require no safety glass. It provides 100% safety, making it the most reliable and most secure glass system available.

Learn more at [saflex.com](http://saflex.com), where you can also calculate the load capacity you need with our StructuralPV™ online tool.

**Saflex**  
*Building integrity*

Saflex Inc. | Glass for | Healthcare | Commercial windows | Retail storefront | Exterior structures



**The right materials for your sunglasses.**  
**The right company for your vision.**

For a total solution, choose Eastman polymers for lenses and frames.

Eastman's high-quality polymers are designed to improve the quality of your vision. They are made from a high-quality polymer that is designed to improve the quality of your vision, making it more natural and more enjoyable to wear.

For more information, visit [Eastman.org](http://Eastman.org)

**EASTMAN**

**Eastman Triton**  
Eastman

**Eastman Triton**  
Eastman

**Eastman Triton**  
Eastman

Eastman is a registered trademark of Eastman Chemical Company. All other trademarks are the property of their respective owners.

## Collateral

Collateral includes brochures, one-pagers, direct mail, and tool kits.

Pre-Eastman samples are available at [www.gregpetropoulos.com](http://www.gregpetropoulos.com).



There are plenty of reasons why a **"clunk"** is better than a **"clink"**. Pubware made with **Eastman Tritan™ copolyester** has the **clarity** and **weight** you want in a traditional glass pint. But it's **tougher, cooler, and even safer.**

Retaining the reassuring heft and pleasing look of glass, vessels made with BPA-free Tritan also are super tough—with excellent thermal-shock resistance. And Tritan can actually help insulate beer better than glass can ... so you can enjoy your last sip as much as your first.

For pub owners, it's a breakthrough that won't break. Unlike glass and other plastics, barware made from Tritan is more resistant to breaking, cracking, chipping, or crazing ... even after many times through a dishwasher.

So let's drink to glass (as we say "goodbye" to glass) with a pint made with Tritan. Here's to a better drinking experience!





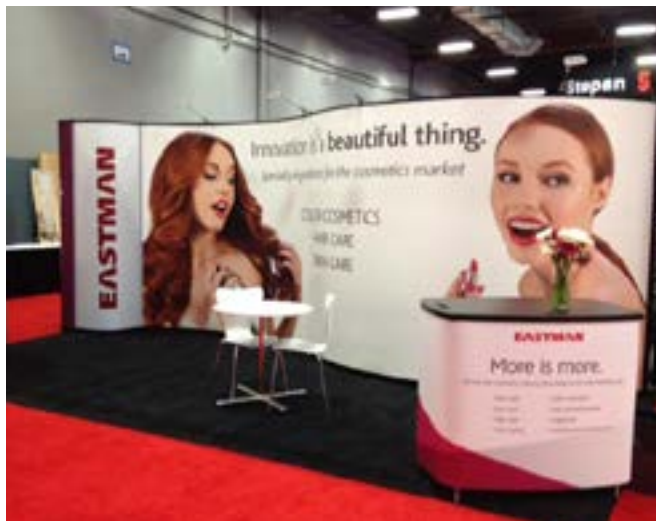
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## Portfolio samples

### Trade show

I've presented concepts for countless Eastman trade show booths.

Pre-Eastman samples are available at [www.gregpetropoulos.com](http://www.gregpetropoulos.com).





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## Portfolio samples

### Branding



Eastman **ZENDEX™**  
agricultural solvents

Eastman **TRĒVA™**  
engineering bioplastic

Eastman **ENCORE™**  
family of resins

Eastman **KEITEX™**  
organic acids

Eastman **AMPHORA™**  
3D polymer



I have branded and named many  
products and companies.  
For samples, visit  
[www.gregpetropoulos.com](http://www.gregpetropoulos.com)



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## Thanks for looking

If you'd like to see anything further or something more specific, please let me know. My website features more samples, photography, paintings, and a blog.