

Emily Michal Turner

Lead Copy Manager & Creative Strategist

Brand Voice | Campaigns | Narrative Platforms | Creative Direction

Phone: (+1) 864-991-5163

Site: www.emilyturnerfolio.com

email: emilymtcreative@gmail.com

SUMMARY

Lead Copy Manager and Creative Strategist with experience building brand voice systems, integrated campaigns, narrative platforms, experiential concepts, and cross-channel creative for global brands. Combines sharp writing with creative direction, strategic positioning, and production-minded execution across travel, finance, entertainment, sport, and consumer brands. Trusted to translate complex business goals into clear, emotionally resonant creative across paid, owned, social, digital, experiential, and internal channels.

CORE SKILLS

Brand Voice | Copy Leadership | Creative Strategy | Campaign Concepting | Brand Narrative | Integrated Campaign Development | Messaging Architecture | Content Strategy | Creative Direction | Experiential | Digital Campaigns | Pitching | Production Collaboration | Executive Stakeholder Management | Team Mentorship

JOB EXPERIENCE

Lead Copy Manager & Creative Strategist

Delta Air Lines - Atlanta | November 2022 - Present

- Leads copy, creative strategy, and narrative development for integrated brand, product, and customer experience initiatives across a global network.
- Develops brand voice frameworks, campaign messaging systems, creative territories, and executive-facing narratives that help align marketing, product, and business stakeholders.
- Manages a team of four copywriters through concept development, campaign execution, and content refinement.
- Translates complex business priorities into clear, emotionally resonant, award-winning creative across digital, social, email, experiential, paid media, internal communications, and brand platforms.
- Partners with creative, strategy, design, production, and channel teams to move work from early concept through launch while maintaining voice, cohesion, and creative quality.

Senior Copywriter

Digitas - Boston | March 2022 - November 2022

- Created campaign concepts, digital content, social storytelling, and CRM messaging for a national financial institution.
- Translated regulated, complex financial products into clear consumer-facing narratives across acquisition, engagement, and retention touch points.
- Partnered with strategy, UX, design, account, and media teams to develop integrated campaigns with consistent voice across digital channels resulting in increased customer acquisition.
- Presented concepts and copy rationale to internal and client stakeholders, balancing creative ambition with brand, legal, and channel requirements.

Senior Copywriter

Dagger - Atlanta | September 2020 - March 2022

- Led concept development and campaign storytelling for consumer brands and a national insurance client across digital, social, and integrated campaign work that resulted in increased brand power.
- Built strategic campaign narratives, content systems, and brand messaging platforms rooted in audience insight and channel behavior.
- Managed two junior creatives through concepting, writing, pitch development, and executional craft.

Copywriter

Warner Media - Los Angeles | May 2019 - May 2020

- Developed campaign concepts, brand storytelling, social content, and digital copy for media and entertainment clients.
- Supported pitch development through concept decks, presentation narratives, and campaign language that resulted in securing new client partnerships.
- Partnered with design and strategy teams to ensure creative ideas translated clearly across social and digital.

Jr. Copywriter

Havas - Atlanta | June 2018 - May 2019

- Developed creative concepts, copy, and presentation narratives for sports experiential marketing activations and global client pitches.
- Collaborated with art directors, strategists, producers, and account teams to shape experiential concepts into clear client-facing work.

SELECT BRAND EXPERIENCE

Delta Air Lines | Aflac | Disney | Puma | Blizzard Entertainment | The Coca-Cola Company | American Express | Hard Rock Cafe | Razor Worldwide | Bank of America | The Olympic and Paralympic Games LA28 | Diageo

RECOGNITION

Shorty Impact Award | 2x Gold Telly Awards | 5x Silver Telly Awards

EDUCATION

Bachelor of Arts, Advertising

University of South Carolina '18