

RICK KOURCHENKO



Versatile, senior-level writer who started as an art director and has also worked in the counseling field serving an adult population of criminal offenders – always with the same goal:

Use creativity to reach people, build relationships and make a positive impact.

ADVERTISING EXPERIENCE >

Senior Writer | Swanson Russell

December 2020 – March 2024

Worked as part of several cross-functional teams, developing concepts and copy for a range of campaigns and tactics. Steered photo/video shoots, voiceover sessions and post-production. Contributed to new business efforts. Clients included E-Z-GO, Jerr-Dan, JLG Industries (agriculture and construction divisions), Kimber America, NMC Group, Nufarm, OrthoNebraska, Oshkosh Corporation, Rain Bird, Takeuchi and Textron Aviation.

Contributing Writer | WorthWhile Magazine from Raymond James Financial

March 2016 – present

Ongoing contract relationship writing various feature articles for Raymond James' quarterly publication.

Senior Copywriter | Wilson Creative Group

October 2018 – March 2020

Developed concepts and copy for clients including Bonita Bay, Harwick Homes, Palm Island Resort and Ronto Group.

Senior Copywriter | Walker Brands

March 2017 – October 2018

Developed concepts and copy for clients including Babcock Ranch, Lennar Tampa, Midtown Tampa, Pulte Homes and Wiregrass Ranch.

Senior Copywriter | Publix Super Markets

August 2016 – March 2017

Worked in-house developing concepts and copy for in-store promotional materials and paid advertising.

Freelance Copywriter

February 2015 – August 2016

Developed concepts and copy for agency and direct clients including ConMed, Guest Relations Marketing, Hyatt Regency Orlando, Resource Branding & Design and Walker Brands.

ACD/Copywriter | Fry Hammond Barr

October 2012 – February 2015

Contributed directly to projects as well as oversaw the work of art directors, copywriters and designers for clients including Chuy's, Experience Kissimmee, HD Supply Power Solutions and Moffitt Cancer Center.

Art Director | Various Advertising Agencies

August 1994 – November 2009

Agencies included BBDO Atlanta, Cole Henderson Drake, Fitzgerald & Company (production artist/designer), Goldberg Moser O'Neill and Mullen.

COUNSELING EXPERIENCE >

Counselor | WestCare Gulf Coast

March 2020 – December 2020

Provided individual and group counseling services within a long-term, residential treatment environment. Completed documentation for clinical record per Department of Corrections (DOC) guidelines and company standards.

Counselor & Behavioral Health Technician | WestCare Gulf Coast & Operation PAR

November 2009 – October 2012

Provided individual and group counseling services within a long-term, residential treatment environment. Completed documentation for clinical record per DOC guidelines and company standards. Followed state DOC contract to WestCare Gulf Coast from Operation PAR, where I was promoted to Counselor from Behavioral Health Technician.

SKILLS >

Advertising across all channels for brands large and small
Long-form content for lifestyle, leisure, financial and other publications
Listening, observation and retention
Creative direction, leadership and mentoring

RECOGNITION >

Communication Arts
The One Show
Lürzer's Archive
Graphis
Print Regional Design Awards
AAF ADDYs

PORTFOLIO >

rkwork.com

DETAILS >

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References, additional work and client history available upon request.