

RICK KOURCHENKO



Versatile, senior-level writer who thinks strategically from big picture to last detail. Advertising across all channels for brands large and small. Long-form content for lifestyle, healthcare, financial and other publications.

PORTFOLIO >

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CONTACT >

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References, additional work and client history available upon request.

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.

SKILLS >

Brand positioning
Concept development
Listening, observation and retention
Flexibility and resilience
Leadership and mentoring

EDUCATION >

BFA | University of Florida

RECOGNITION >

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