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 >

rkwork.com

CONTACT >

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References, additional work and client history available upon request.

EXPERIENCE >

Contributing Writer | WorthWhile Magazine from Raymond James Financial
March 2016 – present
Ongoing contract relationship writing various feature articles for Raymond James' quarterly publication.

Brand Communications Specialist | Stinger
October 2025 – September 2026
Developed copy supporting advertising/marketing content for Stinger and its associated brands—AudioControl, HEXCORE Lighting and UTV Stereo. Work included brand strategy/positioning, comprehensive product launches, paid Google/Meta ads, e-commerce, organic social, customer/dealer email campaigns, customer/industry event materials, SEO-optimized copy for YouTube and brand/product videos.

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.

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