



# SIMS BULLUCK

Creative Director | Writer



If you hold my resume up to your ear,  
you can hear the ocean

## Sims Bulluck

Winston-Salem NC 27103  
336-575-7443 | [simmerscreative.com](http://simmerscreative.com)

## Skills

Copywriting, Creative Direction, Brand Development, Social Media, Content and Digital Strategy, Interactive Advertising, Broadcast, Radio

## Experience

### Reynolds America, Winston-Salem, NC (2021-current)

Consumer Marketing Manager

- Concepted and wrote copy for brand social media and websites, email, SMS, MMS, direct mail, corporate videos
- Developed social marketing campaigns and consumer communications for Vuse Alto
- Supervised creatives on brand initiatives and creative projects

### HanesBrands, Winston-Salem, NC (2010-2020)

Senior Marketing Manager

- Created website, product, email and social copy for a variety of HanesBrands including Hanes, Champion, and Maidenform.
- Supervised other copywriters and worked with outside agencies on content development for Hanes.com.

## Additional Agency Experience

Mullen Advertising, Winston-Salem NC | Associate Creative Director

W.B. Donor, Baltimore MD | Copywriter

McCann Erickson Worldwide New York, NY | Copywriter

## Freelance Copywriter Experience

Cook Medical, Winston-Salem, NC

The Fresh Market, Greensboro NC

Kontoor Brands (Lee, Wrangler) Greensboro NC

PBS, North Carolina

Visit Winston Salem, Winston-Sale, NC

WFBMC (Wake Forest Baptist Medical Center) Winston-Salem NC

Volvo Trucks, Greensboro NC

Arthur State Bank, Union SC

## Education

Portfolio Center, Atlanta GA

University of the South, B.A. Religion, Sewanee TN

## Kudos

One Show, Communication Arts, Archive, Print Magazine, National, District and Local Addys  
Best Script, "I Mean, Jesus," 48 Hour Film Festival