

Mike Allen
Writer/Creative Director

Currently Creative Director at Jennings in Chapel Hill, NC, Mike oversees all creative development and writing for a variety of healthcare clients, including Tufts Medical Center, Dartmouth-Hitchcock Health, Vidant Health, Cooper University Health, and Southwestern Vermont Medical Center, among others.

From 2003 - 2009, Mike was VP/Managing Creative Director at Rockett, Burkhead & Winslow (RBW) in Raleigh, NC. He oversaw all creative for BB&T, Biscuitville, Dollar Tree, Queens University of Charlotte, CORT and Old Dominion, and also wrote copy for all clients.

PREVIOUS AGENCY EXPERIENCE:

Temerlin McClain – Dallas, TX

6/95 – 1/03 Vice-President, Associate Creative Director
American Airlines, Subaru of America, Nortel Networks, Bank of America, Park Place Entertainment (Bally's, Flamingo & Paris Las Vegas casinos), Paramount Parks, Terminix, Bennigan's

Northlich – Cincinnati, OH

2/94 – 6/95 Associate Creative Director
Procter & Gamble, Fifth Third Bank, ChoiceCare HMO, Empire Berol, Clopay, LaRosa's Pizza Restaurants, Bigg's Hypermarkets, Good Samaritan Hospital

Wolf Blumberg Krody – Cincinnati, OH

11/91 – 2/94 Group Creative Director
Frigidaire Co., The Dial Company, Compaq Computer, King's Daughters' Medical Center, Guardian Electronics, ChoiceCare HMO

Price/McNabb – Asheville, NC

5/89 – 11/91 Senior Copywriter
Biltmore Estate, Buncombe County Tourism, Square D Company, McDonald's, Dr. Scholl's, Dial Page, Jobe's Gardening Products, General Electric, National Bank of South Carolina, Memorial Mission Hospital, Sanderson Farms Poultry, Asheville Citizen Times

Tucker Wayne/Luckie – Birmingham, AL

12/87 – 5/89 Copywriter
South Central Bell, Southern Bell, BellSouth Corp., Little Debbie, SouthTrust Bank, University of Alabama Hospitals

Gillis Townsend Riley – Birmingham, AL

6/86 – 12/87 Copywriter
Russell Athletic, U.S. Pipe, First Alabama Bank, Secor Bank, Alabama Economic Development, Barber Dairies, South Central Bell, Alabama Power

Awards

One Show

CLIO

The New York Festivals Gold Medal

National Addy Awards

Dallas TOPS Awards Gold

Cincinnati Addy Awards – Best of Show

Cincinnati Art Director's Show – Best of Show

ShowSouth Gold

Print Regional Design Annuals

Education

BA Journalism – University of North Carolina at Chapel Hill 1986

Concentration: Advertising Copywriting

Notable Activities

Past President - American Advertising Federation/Raleigh Chapter

AAF State Governor of North Carolina, 2012-2013

District Three (NC, SC, VA) Programs Chair, 2013-2014

Adjunct Professor at UNC-Chapel Hill: Advertising Copy and Communication

Personal

Mike is married to Dorie and lives in Wake Forest, NC with his two children, Henry and Mary Harper. In his spare time, he is an avid mountain biker, makes music videos and music documentaries, and is learning bass guitar, one...note...at...a...time.