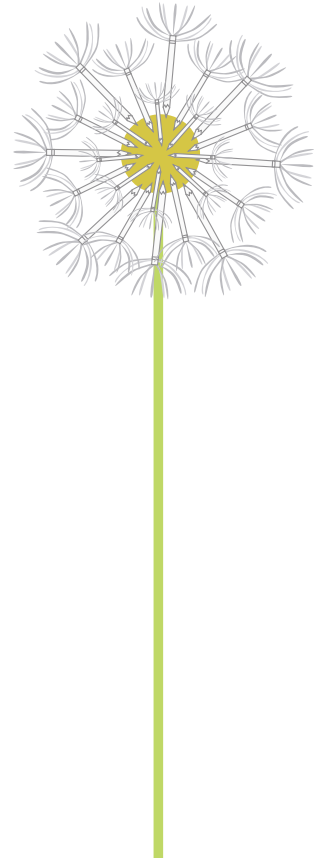
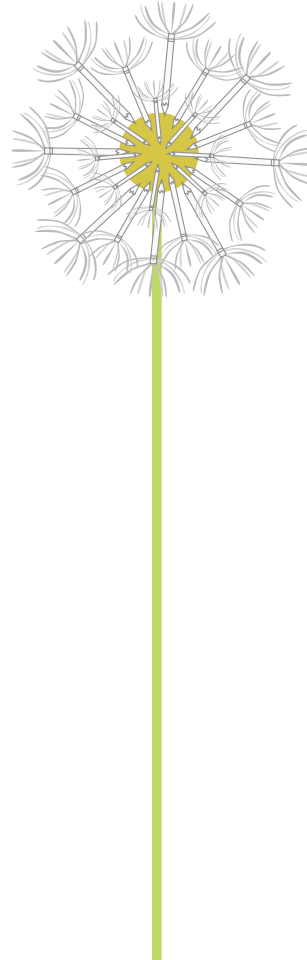
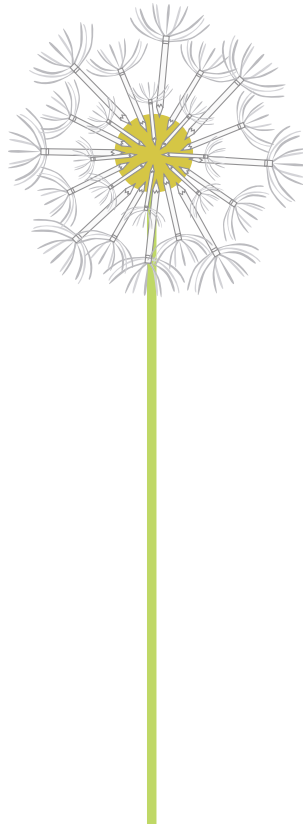
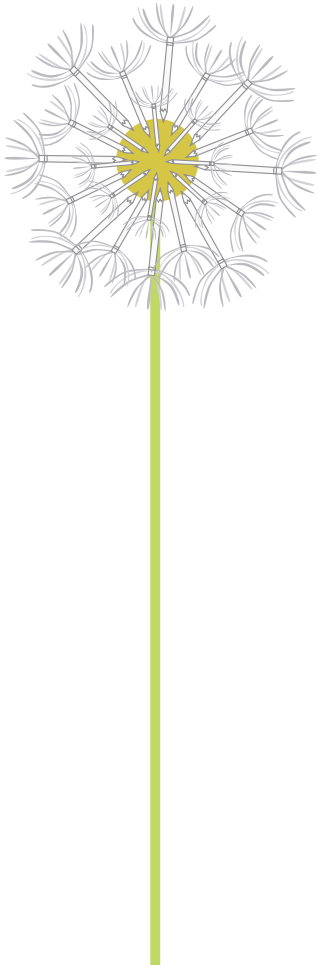




Caroline Shirley Turner

copywriter





CONTACT

Email: carolineshirley@gmail.com Phone: 917-545-4890

EDUCATION

The Creative Circus, Atlanta, Georgia, 2004-2006
Copywriting Program

University of North Carolina at Chapel Hill, 2000-2004
B.A. in Journalism and Mass Communication
Advertising Sequence
Minor - French

Lorenzo de Medici Institute, Florence, Italy, 2003

EXPERIENCE

Copywriter, Saatchi & Saatchi, New York, 2009 - Present
Key Account: JCPenney - TV, radio, print, outdoor, web and interactive

Copywriter, AgencySacks, New York, 2006 - 2009
Key Accounts: Cartier, Peninsula Hotels, Trump Hotel Collection, Rosewood Hotels & Resorts, Related, Sony Cierge, The New York Palace, Sea Island, Kobrand (Domaine Carneros, Taittinger), Taj Hotels, Stark Carpet, Premium Outlets Wusthof, Leading Hotels of the World, Harry Winston

Intern, McKinney+Silver, Raleigh, North Carolina, Spring 2004
Account Internship

Intern, Rockett, Burkhead and Winslow, Raleigh, North Carolina, 2003
Copywriting Internship

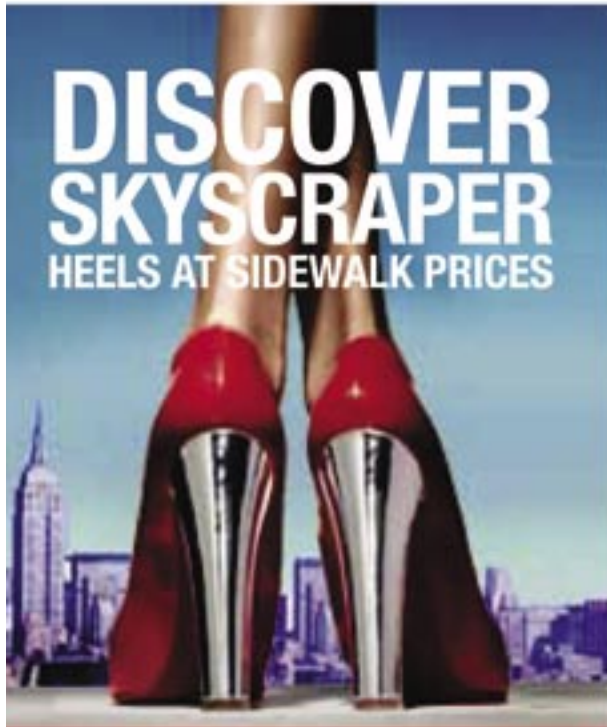
AWARDS/RECOGNITION

2011 Racie Award Silver in Single Media Campaign Category - JCPenney Manhattan Holiday OOH
2011 Racie Award Bronze in Innovation Category - JCPenney Merry Metrocards
2010 Racie Award Gold in Outdoor Category - JCPenney Manhattan Store Opening OOH
2006 D&AD Global Student Award Silver
Creative Circus Student Show Gold for Outdoor Campaign
Creative Circus Student Show Silver for Integrated Campaign

BESIDES BEING A COPYWRITER

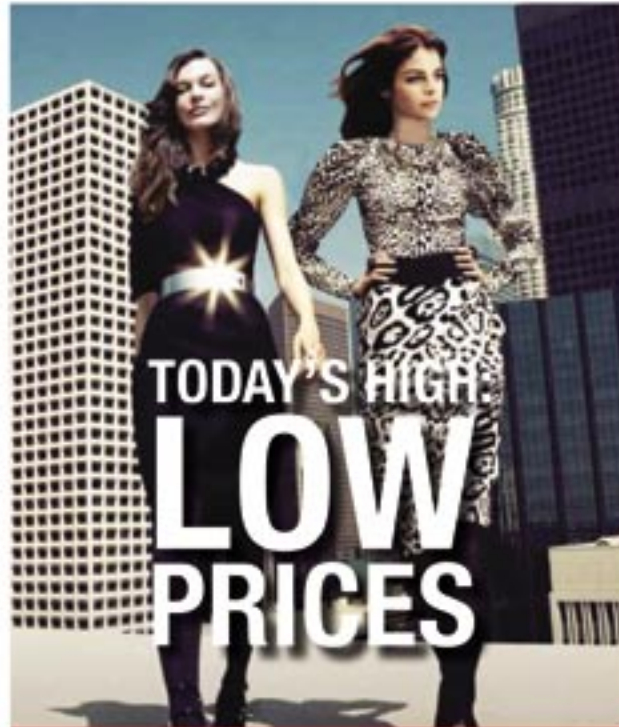
I enjoy cooking, painting, traveling, French movies, nutella, puppy breath and weather forecasts.
I do not enjoy mimes, iron filings, creatures with more than four legs, mayonnaise or going to the post office.






**DISCOVER
SKYSCRAPER**
HEELS AT SIDEWALK PRICES

Every Day Matters™
JCPenney 33RD & 6TH



**TODAY'S HIGH
LOW
PRICES**

Every Day Matters™
JCPenney 33RD & 6TH



**NEW STYLE
EVERY NEW YORK
MINUTE**

Every Day Matters™
JCPenney 33RD & 6TH

2011 Racie Award Silver





**WE MAKE IT
STRIPED
YOU DRAW
MORE LINES THAN
SHAKE
SHACK**

WE MAKE IT AFFORDABLE. YOU MAKE IT YOURS.

jcpenney

**33RD
& 6TH**

NEW LOOK.
NEW YORK.
WHO KNEW?



**LIZ MAKES IT
NAVY**

**YOU GET ALL THE
FLEET WEEK
ATTENTION**

WE MAKE IT AFFORDABLE. YOU MAKE IT YOURS.

LIZ claiborne
EXCLUSIVELY AT JCPENNEY

jcpenney

**33RD
& 6TH**

NEW LOOK.
NEW YORK.
WHO KNEW?



**WE MAKE STYLE
THE PERFECT
PRICE
YOU BUDGET
BETTER THAN
ALBANY**

WE MAKE IT AFFORDABLE. YOU MAKE IT YOURS.

jcpenney

**33RD
& 6TH**

NEW LOOK.
NEW YORK.
WHO KNEW?



**WE MAKE IT
EXOTIC
YOU MAKE
THE BRONX
ZOO
LOOK TAME**

WE MAKE IT AFFORDABLE. YOU MAKE IT YOURS.

jcpenney

**33RD
& 6TH**

NEW LOOK.
NEW YORK.
WHO KNEW?



**MAKE THE CITY
YOUR EMPIRE**

**TAKE A SNAP WITH
YOUR SMARTPHONE
TO STAY IN THE KNOW
ON THE BEST OF NYC**

WE MAKE IT AFFORDABLE. YOU MAKE IT YOURS.

jcpenney

**33RD
& 6TH**

NEW LOOK.
NEW YORK.
WHO KNEW?



JCPenney Valentine's Day 2010
www.youtube.com/watch?v=XhZ1GMjKUao



JCPenney Fashion Blogger Oscars 2011
<http://vimeo.com/20457026>



JCPenney Back to School 2010
www.youtube.com/watch?v=OV-OpW-tZX8



JCPenney Pennies From Heaven 2011
www.youtube.com/watch?v=gvegZiu3i3M

NEUTRAL



They're the Switzerlands of the color spectrum, but there's nothing passive about this palette. Even peaceful can have punch. Pillows and plates, sheets and shades, comforters and coffeemakers set the scene with a stunning statement in pearly whites, tawny taupes and cozy creams. And you know what else is great about neutrals -- they get along with everybody. So other colors are always welcome. (To take a spin on the color wheel, flip the page. We won't make you choose sides, promise.)

THE NEUTRAL SALE AT JCPENNEY. FRIDAY AND SATURDAY. DOORS OPEN AT 9AM.

jcpenney

BOLD



Oh hello, color. Walls can't talk, but these colors will get your home heard. Rich purples, deep blues, warm reds and brights that seem as if they're plugged in. These are the hues that turn up the volume, refuse to be ignored and simply don't know how to whisper. From bedside to tabletop, bold colors can add energy to any room with throw pillows, bath towels, dinnerware, drapery, bedding or bakeware. Whether you use the shades subtly or go all out, your style will speak for itself. (To tone it down a notch, venture back into neutral territory. There's no embargo against bold.)

THE BOLD SALE AT JCPENNEY. FRIDAY AND SATURDAY. DOORS OPEN AT 9AM.

jcpenney

CLASSIC

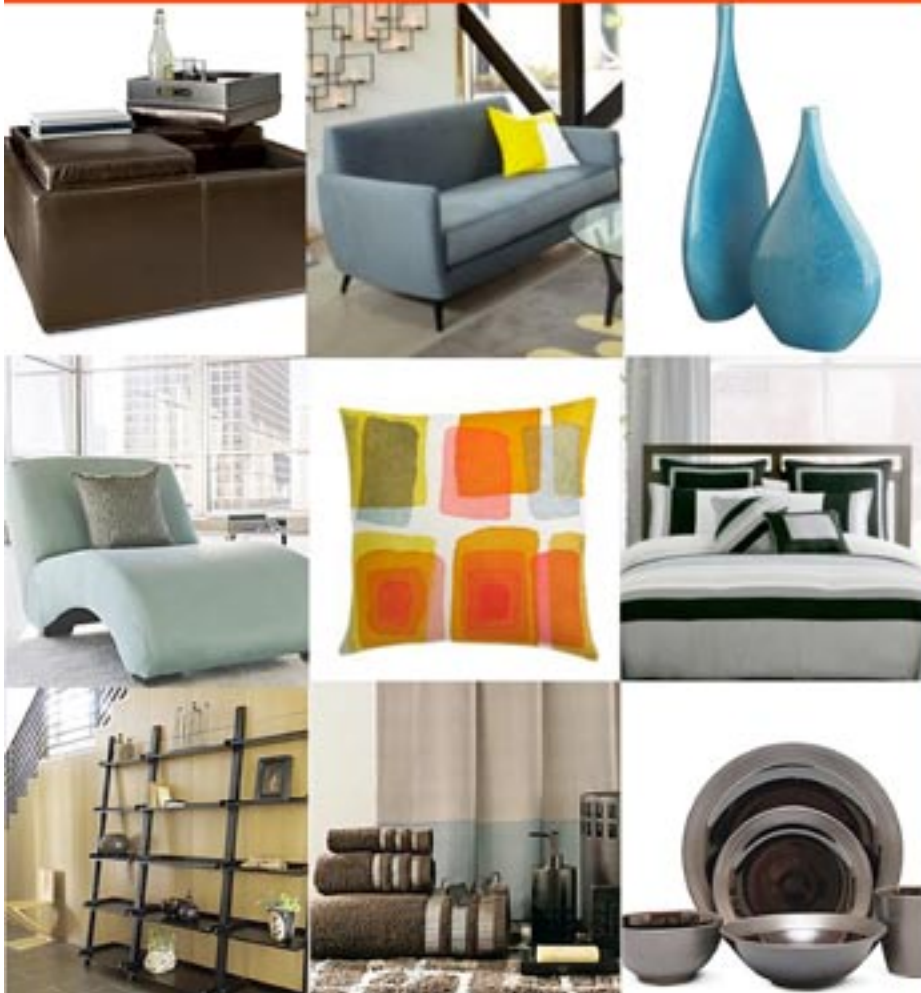


We all know the classics -- *War and Peace*, your dad's 1961 Corvette, the BLT, the little black dress. The classics are timeless. And at home, classic style is no exception. Bedding, bath, accent rugs, wall décor, decorative pillows, and dinnerware that are traditional with a twist create easy casual living that's comfortable yet captivating. The right mix of color, texture, pattern and size proves that classic is anything but boring (no need for the Cliffs Notes here) and isn't going to become outdated...making *your* home an instant classic. (To meet the moderns, look no further than the back of this page.)

THE CLASSIC SALE AT JCPENNEY. FRIDAY AND SATURDAY. DOORS OPEN AT 9AM.

jcpenney

MODERN



Form meets function, falls head over heels and says, "Hey, we'd make nice babies." Modern doesn't have to mean cold and uncomfortable. The lovechild of form and function can look good and feel good too. Lighting, bedding, tabletop, stovetop, decorating and entertaining can all maintain a less is more policy while still keeping you comfortable with relaxing earth tones, smooth lines, soft shapes and inviting styles. Minimalistic yet bold, clean and uncluttered, on a scale of Degas to Dali, you can decide where you fall. (For a more traditional approach, see ya on the flip side.)

THE MODERN SALE AT JCPENNEY. FRIDAY AND SATURDAY. DOORS OPEN AT 9AM.

jcpenney

© 2007 Cartier

FOREVER, SINCE 1895

The most exceptional rings and the most exquisite stones. From the Cartier Bridal Collection. Celebrating romance for over one hundred years.



Collection starting at \$4,650

Cartier

The Cartier Mansion, Fifth Avenue at 52nd Street 212.753.0111
www.cartier.com



DEAR DAD,
For the sleeve I used to tug on.
Happy Father's Day



Cartier

The Cartier Mansion, Fifth Avenue at 52nd Street 212.753.0111
www.cartier.com

© 2007 Cartier

FULL BLOOM AHEAD

The Cartier flower debuts in onyx and diamonds.
A sophisticated ring with mystery and sensuality
From Caresse d'orchidees par Cartier collection.



Collection starting at \$8,500

Cartier

The Cartier Mansion, Fifth Avenue at 52nd Street 212.753.0111
www.cartier.com



This is the age of appreciation.

Of counting blessings instead of benjamins. While you may not be celebrating hotsy totsy bonuses, flashy new cars, or shining status symbols (and if you are, best to keep it to yourself) you're celebrating what really matters. The here and the now. The you and the me. This is it. And if and when you take a minute to plunk down your lettuce and look around, you may be surprised to discover that you do, in fact, have quite a bit to celebrate. So find the occasion in every day. Get two glasses, pop and pour. Celebrate something. There's always a reason.



ORIEL

SPARKLE EVERY DAY

www.oriel.net



Misery loves company.

This fact has been established in a number of rigorous clinical trials, Greek myths and made-for-tv movies. Odds are misery has invited you over for tea on more than one occasion. But you know what else loves company? Bubbles. Bubbles specialize in bringing people together. While some bubbles do have the tendency to burst, our gaseous social butterflies are always sparkling, shimmying their way to the top and dancing it out in your glass. Where there's no room for misery or its company. So go on, pop, pour and let your bubbles loose. It's about to get happy in here.



ORIEL

SPARKLE EVERY DAY

www.oriel.net



The world is not flat.*

Why should your wine be? Sparkling is not just for nuptials or new years. Every day is an occasion. A little sparkle makes things interesting, gives ordinary the side-eye and says, "Let's make merry!" It's time to throw your tastebuds a surprise party. Open them up to an ebullient new world and make Mr. Magellan proud. Because life is best enjoyed with a wink and a clink. Raise your glass and give effervescence our regards. What are you waiting for? Pop, pour, and see what happens. We dare you.

*Or is it? www.theflatearthsociety.org


ORIEL
SPARKLE EVERY DAY
www.oriel.net



Gesture wildly with an empty glass and it will magically refill.
Ta-Da!


ORIEL
SPARKLE EVERY DAY
www.oriel.net



In a perfect world, the only perils would be flying corks,
the only deadline an empty bottle.


ORIEL
SPARKLE EVERY DAY
www.oriel.net



A celebration can happen anytime.
Like, right now.


SPARKLE EVERY DAY
www.oriel.net



Half empty or half full?
Either way, someone needs to top you off.


SPARKLE EVERY DAY
www.oriel.net



What's the occasion?
Duh. Two empty glasses.


SPARKLE EVERY DAY
www.oriel.net



There's nothing more optimistic than bubbles.
They can only go up.


SPARKLE EVERY DAY
www.oriel.net





**WELCOMING
THE WORLD
ONCE MORE.**

WE ARE PROUD TO REOPEN OUR ICONIC
PALACE WING IN EARLY 2010.



THE TAJ MAHAL PALACE & TOWER
MUMBAI

WWW.TAJHOTEL.COM



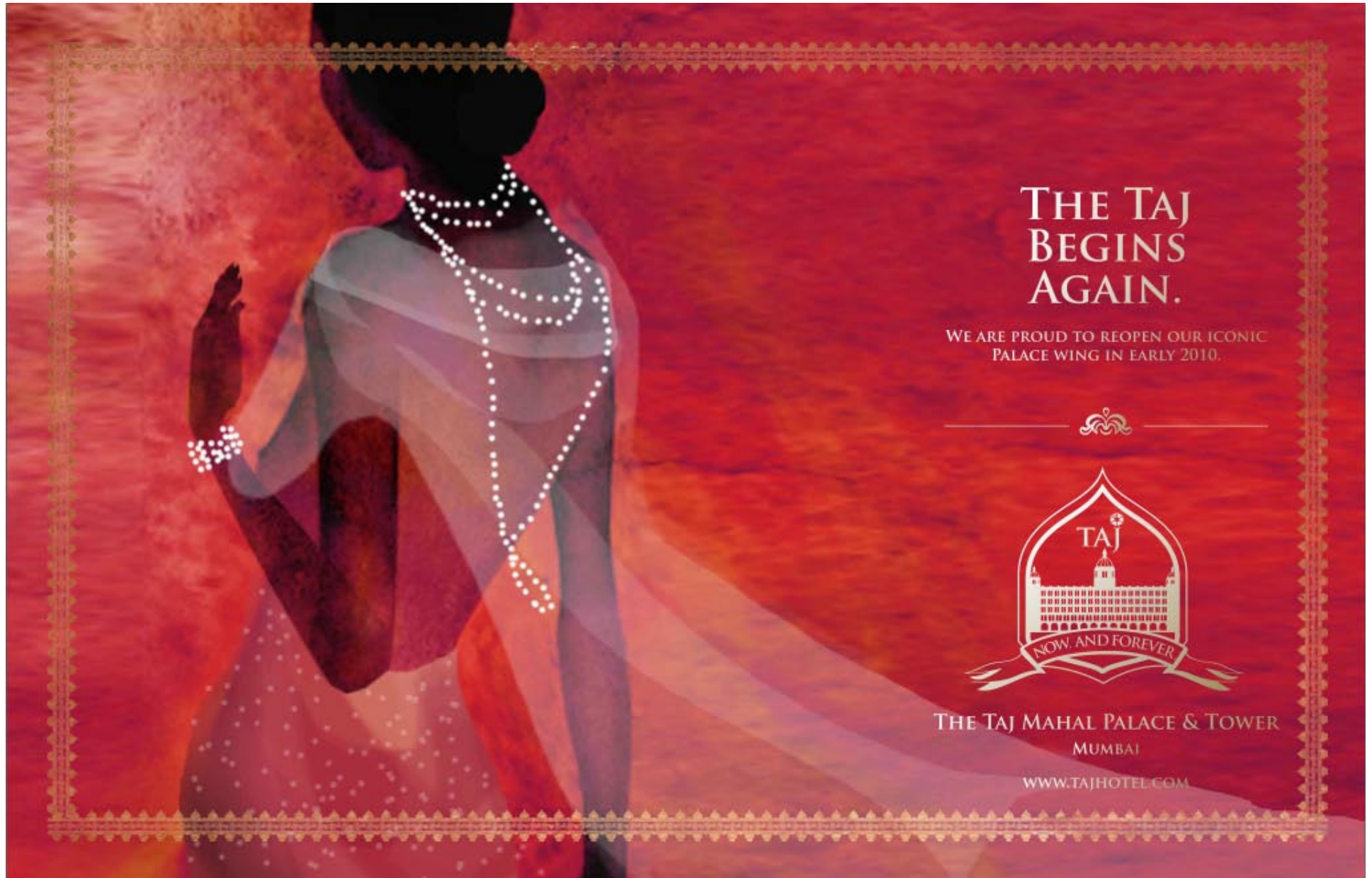
TOGETHER,
WE RETURN.

THE TAJ MAHAL PALACE & TOWER
IS READY TO RECIEVE THE WORLD
ONCE AGAIN.




THE TAJ MAHAL PALACE & TOWER
MUMBAI

WWW.TAJHOTEL.COM



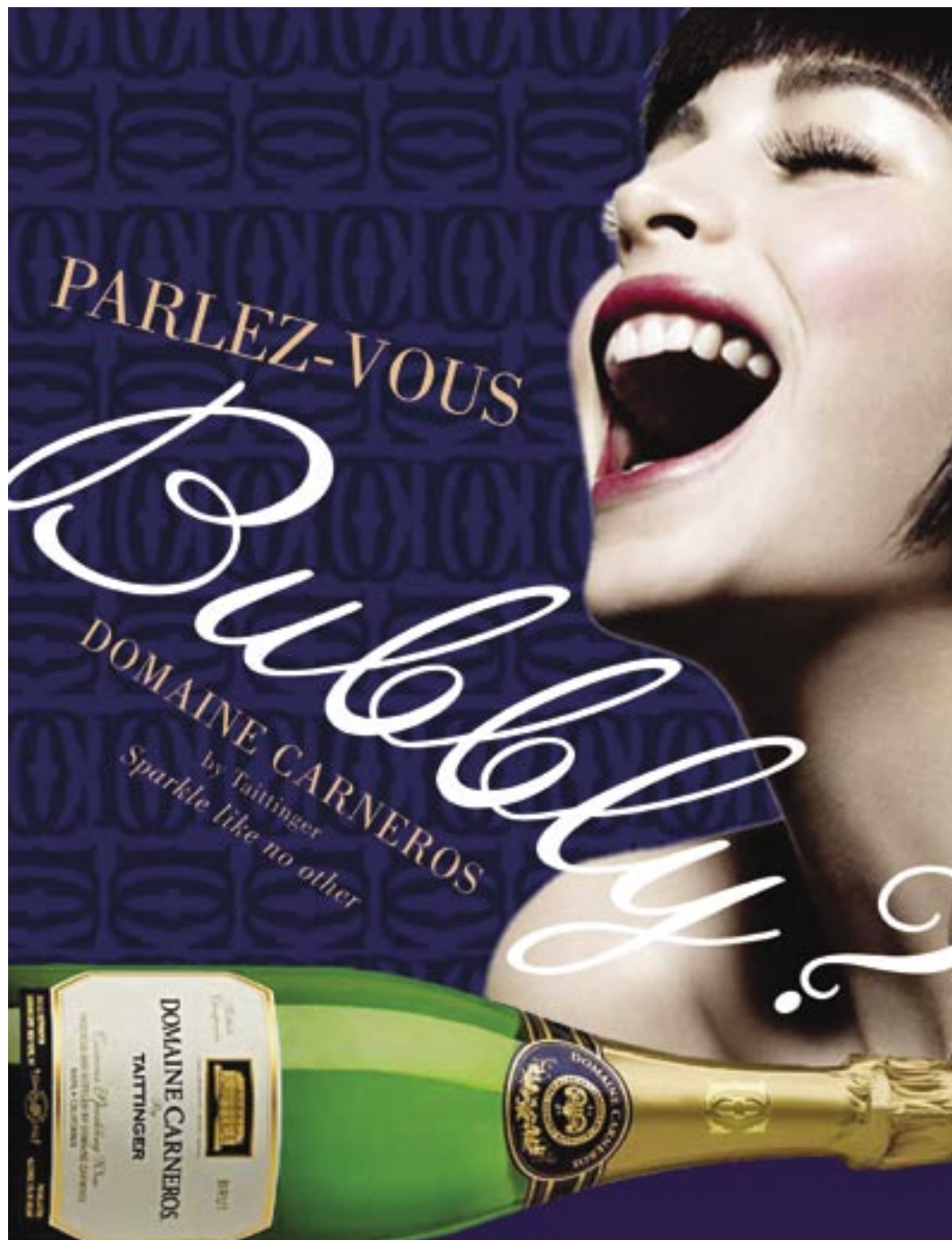
THE TAJ BEGINS AGAIN.

WE ARE PROUD TO REOPEN OUR ICONIC
PALACE WING IN EARLY 2010.



THE TAJ MAHAL PALACE & TOWER
MUMBAI

WWW.TAJHOTEL.COM





A LEGEND IN EVERY ROOM. FRANK, SUITE 814.



The Waldorf Astoria

A HOTEL AS LEGENDARY AS ITS GUESTS

No matter where you are in the world, if you're at a Waldorf Astoria Hotel, you'll discover the renowned service and quintessential elegance that guests have been enjoying at the original since 1893. Experience the tradition of exceptional standards and memorable moments.

Behind every door, the legend continues.

New York Orlando 2009 Sarasota 2010 Beverly Hills 2011 Montreal 2011
1.800.355.3000 www.waldorf.com



THE LEGEND CONTINUES WITH YOU.

The Waldorf Astoria has upheld its tradition of maintaining exceptional standards and drawing equally exceptional guests for over 105 years. No matter where you are in the world, if you're at a Waldorf Astoria Hotel, you'll discover the renowned service and quintessential elegance that guests have been enjoying at the original since 1893. Experience the Waldorf Astoria for yourself and become a part of the legend.

The Waldorf Astoria

A HOTEL AS LEGENDARY AS ITS GUESTS

New York Orlando 2009 Sarasota 2010 Beverly Hills 2011 Montreal 2011
1.800.355.3000 www.waldorf.com



Copy:

The perfect introduction to perfect cutlery.
The most versatile of all parers, the Wüsthof 3.5" Classic paring knife is a kitchen essential, ideal for mincing, peeling, cutting and cleaning. Hand-forged from one solid piece of steel, this parer brings seven generations of craftsmanship to your cooking, proof that even a small knife can make a big difference.

Additional Headlines in Rotation:

Starter Slice
Small in size. Gigantic in options.
Will mince, peel and cut for food.

Headline: Your own space to curate.

650 Sixth Avenue is a gallery-style condominium building on the doorstep of the Chelsea arts district, featuring an ongoing exhibit of works by international artists inside the lobby. This piece is designed to reflect the art gallery aesthetic of the condominiums with a pull tab that allows you to pull and change the work of art on display in the room.





D&AD Student Award Silver



Removable cucumber stickers are placed on the eyes of women in other outdoor and magazine ads to promote facials at the spa. The stickers have pull tabs, which when lifted, reveal the address, phone number and website.









Vintage postcards distributed to announce the arrival of the Summer Collection at Anthropologie.



[front]



[back]

Copy:

Thank you, Summer. For long days, guiltless margaritas and dissolved responsibility. For moons discovered in daytime skies. For fireflies that blink like beacons of hope and fireworks that pepper the sky. For popsicles that turn your mouth purple. For water that sits on sand like paperglass and invites swimsuits in. For barbeques that attract chairs, and flowers that attract butterflies. For blue skies so bright, they seem as if they're plugged in. For the hypnotizing melody of cicadas and music played on steel drums. For watermelon. Thank you, Summer, for leaving enough to make it 'til next year, chasing sea foam dreams and awaiting your return.

Anthropologie Summer 2006 Collection

To find Summer online, please visit www.anthropologie.com



Centrum Silver T-shirt Campaign

T-shirts produced with the headline "I Survived Natural Selection" on the front and the Centrum Silver logo and tag, "Live Longer," on the back. Active seniors then wear the shirts on the street, at the park, and in stores, restaurants and gyms to promote the brand.

La Fin

