Copy first.
Then everything else.

Copywriter and creative lead with 15+ years across agency, studio, and startup work. I take campaigns from strategy and research to the final line, write across social, video, digital, and long-form, and prototype ideas fast with AI tools and code.

CONTACT

dancprice@gmail.com
901-486-7485

RECOGNITION

Spoke at SXSW and Creative Works. Salzburg Global Fellow, 2017

EXPERIENCE

2025 – NOW

Co-Founder & Chief Brand Officer, Adessa · Memphis, TN

- Lead brand voice, identity, and messaging for Adessa, a "Mind Spa" for cognitive wellbeing; wrote the brand line, **"Change your mind."**
- Wrote the investor pitch video, website, and event campaigns; concepted an EEG-responsive pop-up
- Produced invite-only investor and guest events in Miami and Philadelphia ahead of the Miami retail launch
- Prototype product and web experiences hands-on with AI tools, Webflow, and iOS app concepts

2018 – 2026

Founder & CEO, Baby Grand · Memphis, TN

- Lead copywriter and brand strategist for **100+** clients, from concept through production
- Wrote the #ScooterPeople campaign for MyCityRides across video, social, print, and outdoor: **+250%** rider applications year over year
- Named and concepted Commotion for City Fitness in Philadelphia, a silent-disco workout that raised **$53K** for city parks
- Grew the studio to **$3.5 million** in revenue and led a team of up to **6 creatives** plus freelancers
- Clients: Memphis Grizzlies, Baptist Medical Group, P33 (Chicago), Memphis Library Foundation

2016 – 2018

COO, Creative Works · Memphis, TN

- Produced multiple 3-day design conferences with **400+ attendees** each; led marketing, fundraising, and grant writing

2012 – 2016

Senior Copywriter, Archer Malmo · Memphis, TN

- Wrote national campaigns across video, digital, web, and email for FedEx, Grizzly Tobacco, and nexAir
- Turned research and strategy into concepts; wrote strategy docs and presented creative
- Founded a>m Labs, an internal program bringing new technologies into client work

2010 – 2012

Copywriter, Counterpart Communication Design · Memphis, TN

- Wrote campaigns, web content, and long-form sales materials for International Paper, xpedx, and FedEx; supported C-level international presentations

SKILLS

Concept development · Copywriting · Brand voice & tone · Integrated and social campaigns · Brand & messaging strategy · Naming · Video scripts · Editorial direction · Presentations · AI-assisted ideation · Rapid prototyping (Webflow, Claude Code)

EDUCATION

Rhodes College, BA Creative Writing

2004 – 2008

Sigma Tau Delta, Omicron Delta Kappa, Order of Omega