

Denise Tolley Associate

Denise Tolley has been a writer for more than 25 years, specializing in advertising and marketing copywriting for businesses. After college, she worked for seven years at Radford-Stewart Advertising in Richmond, Virginia, where she was Senior Copywriter and Producer, handling concepts, copywriting, editing, proofreading, and broadcast production for a wide variety of businesses. After leaving Radford-Stewart she launched her freelance writing business, and has done contract work ever since.

Between the agency work and many freelance jobs, Denise has written copy for over 120 different clients, from small local businesses to international manufacturers, spanning the gamut from Accounting Services to Yacht Furniture (*almost A to Z!*). Locally she has worked for Jennings & Co., Sheer Associates, and Square One Marketing, including some non-profit work. She has also published several articles, some of which include her own photographs, and won many awards in both writing and photography.

She is an avid amateur photographer and stained glass artist, occasionally exhibiting and selling her work. Denise has also been a part-time substitute teacher for Durham Public Schools for six years, focusing on the Arts curriculum, as well as a school volunteer for 14 years. Most recently Denise worked part-time for a local publication, *Southern Bride & Groom* magazine, where she was a writer, marketer, editor and publishing assistant for three years.

She joined moss+ross in 2010 as a part-time writer and whatever-else-needs-to-be-done associate. She is currently working with m+r on the Durham Arts Council, a cause she holds dear, having once held a solo photography exhibit there.

Denise attended Virginia Tech for three years prior to getting married and moving to Richmond, Virginia, where she completed her degree in Mass Communications at Virginia Commonwealth University. Her freelance business was based in Richmond until she moved to England in 1994, then moved to Durham in 1996, where she lives with her husband. They have two children in college.

