

Susan Dawson Fay
Advertising Federation of Greater Hampton Roads
2014 Silver Medal Award Honoree



Our 2014 Silver Medal Award recipient is Sue Fay. A native of Winston-Salem, North Carolina, Sue earned her B.A. in English from the University of North Carolina Greensboro and her M.A. from Old Dominion University.

Sue's career in advertising began at Kent Donour Advertising in Norfolk in 1977 and eventually led her to Lawler Ballard where she became an integral part of the creative department during its heyday in the eighties and early nineties.

As Senior Copywriter for Lawler Ballard, Earle Palmer Brown, and Barker Campbell Farley & Mansfield, she worked on memorable campaigns for the Virginia Lottery, Sentara Healthcare, Smithfield Foods, Sovran Bank, The Virginian-Pilot, United Way, Virginia Beach Tourism, The Chrysler Museum of Art and a number of colleges and universities.

Sue's work has been recognized in major advertising competitions, including The One Show, Communication Arts, Art Directors Club, Andy, Athena, Print Design Annual and two Regional ADDY® Best in Shows.

More than a copywriter, Sue was always an excellent strategist and in high demand for new business presentations, where her smarts and likeability often became an AE's secret weapon.

Sue is still a productive copywriter and partner with Creative Annex LLC, but since 2006, she's also taught copywriting at the Tidewater Community College Visual Arts Center in Portsmouth where she gets rave reviews from the hundreds of art students whose lives she's touched.

Sue has two grown children and lives with her husband Jack in Portsmouth where she can routinely be found as a volunteer stocking the food pantry at her church, serving meals in soup kitchens and spending nights in homeless shelters.