

# MORGAN STARKEY

## INTRO

Detail-oriented creative writer, editor, and strategist with proven experience delivering thoughtful and compelling copy to a range of clients, from tech companies to local nonprofits. Exhibits strong proofreading skills, organized time management, and a love for problem-solving. Highly adaptable, positive, and collaborative individual.

## CONNECT

themorganstarkey.com

408-465-6913

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Portland, OR

## EDUCATION

University of Oregon  
Bachelor of Arts  
Advertising and Creative Writing , 2018

## SKILLS

- Content Strategy
- Public Relations
- Editing & Proofreading
- UX Writing
- GSuite
- Research & Outlines
- Photoshop & Premiere
- Project Management
- Media Outreach
- Script Writing

## WORK EXPERIENCE

### LOGICAL POSITION | COPY TEAM LEAD FEB 2020 - NOW

Oversee a team of 6 copywriters in creating compelling social ads to adapt to clients' brand voices, fit their needs, and drive conversions. Train new copywriters on department processes and best practices, and support them with 1-on-1 mentorship. Partner with graphic designers and analysts to leverage a strategic approach to writing and developing ad and marketing campaigns.

### DESIGN IN MIND | COPYWRITER MARCH 2019 - FEB 2020

Created copy for websites, infographics, brand guidelines, case studies, and social media content for clients such as McAfee Security, Children Rising, SurveyMonkey, Hayneedle, NewPath Landscaping, and more. Responsible for reviewing and editing every piece of work before it's sent to a client. Planned multiple team outings to foster collaboration and team bonding.

### ZUME INC. | FREELANCE COPYWRITER OCTOBER 2018 - MARCH 2019

Crafted weekly content for web, email, social media, and radio scripts. Worked closely with graphic designers to create campaigns across various mediums including digital, billboards, train wraps, and direct mailers. Helped launch a program that focuses on giving back to communities struggling with food insecurity.