

Senior Copywriter

Ed Moore

Objective

Want words? I've got the words. I'm an award-winning senior copywriter with 8+ years of experience crafting diverse and emotionally-resonating copy for print, digital, TV, radio, social media, brand books, craft beer and even poems. Looking to share my writing passion in a collaborative, team-centric environment.

Experience

March 2021 – November 2023

Senior Copywriter – *Signal Theory* – Kansas City, MO

- Lead copywriter on companion animal team, primarily for Elanco Animal Health
- Tailored language to veterinary audiences, balancing creativity with legal guidelines
- Led copy creation for campaigns from concept to execution on fast-moving timelines with multiple revisions
- Mentored and provided feedback to associate-level copywriters
- Vetty Awards: Gold for Bexacat Launch Campaign; Silver for Fight Parvo Campaign
- NAMA award winner for organic LinkedIn posts
- Promoted to Senior Copywriter, April 2023

October 2018 - February 2021

Copywriter – *JNA Advertising* – Overland Park, KS

- Crafted engaging copy for the Kansas Lottery, Kansas Department of Transportation and Merck Animal Health
- Composed video and radio scripts while coordinating casting and sound recording

June 2015 - October 2018

Lead Writer – *Tavour* – Seattle, WA

- Wrote daily creative emails for the online sale of craft beer, up to 10 unique beers a week
- Balanced informative content with brevity and wit in a consistent, in-house voice
- Researched, wrote, and edited content in a fast-paced environment
- Led daily editing workshops with up to eight writers

Education

2009 - 2012

MFA, Film Directing

Chapman University

2003 - 2007

BS, Video Production

Missouri State University

Skills

- Copywriting
- Campaign creation and execution
- Brand development
- Technical writing
- Client presentation
- Problem solving
- Collaboration
- Script writing
- Directing and editing video
- Proficient in MS Office and Google

Random Facts

- Wrote a haiku a day for an entire year
- Pun-slinger (sorry, not sorry)
- Master of metaphors and meta-fives
- Bar trivia guru
- Chili cook-off champion, 2023
- Sarcasm wunderkind
- Timesheets completed on time, every time.

Contact

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Portfolio

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