

MATTHEW MORGAN

Copywriter

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🌐 <https://mattmorgan.journoportfolio.com/>

📍 NEW YORK, 11221 USA



EXPERIENCE

Copywriter

Matt Morgan

📅 05/2011 - Ongoing 📍 New York

Matt Morgan is my personal website offering copywriting services to a long list of clients. As the Copywriter, my core activities included:

- Ideate branding strategies & create engaging and contextually relevant content for a wide variety of industries including: food and beverage, SEO, medical web sales, retail, and more.
- Working closely with producers and managing editors to meet and exceed deadlines.
- Proofreading all projects including other copywriter's work to ensure consistency and accuracy before release.
- Proven the ability to adhere to brand guidelines, voice, and tone.

Social Media Manger

Safe Warehouse

📅 11/2013 - 02/2014 📍 Tampa

The Safe Warehouse is the one of the largest safe retailers in the southeast. As the Social Media Manager, my core activities included:

- Working with the marketing team on a 3-month contract to engage and manage social media following.
- Increasing Facebook user engagement by 30%.
- Advised social media guidelines and response protocol for the brand.
- Writing compelling articles for the local blog distributed on new channels of social media I helped establish.

Web Designer

BryteBridge Nonprofit Solutions

📅 10/2012 - 01/2013 📍 Orlando

BryteBridge offers a one-stop solutions center for small and mid-size businesses, as well as new startup companies. As the Web Designer, my core activities included:

- Fostering relationships and helping design websites for their non-profit clients.
- Leading external project kickoffs and meetings with clients.
- Developing content and graphics catered to client needs. Spearheaded 4 projects simultaneously.
- Designing images, audio enhancements, icons, and banners.

SUMMARY

Detail-driven copywriter with 7 years experience in developing killer copy that turns casual lookers into impassioned buyers. With my expertise in composing compelling content, combined with a commitment to exploring and expanding upon fresh story ideas, I will add a unique perspective that will help your brand stand out. Proficient in WordPress, AdWords, Google Analytics, Adobe Creative Suite, SEO, and Microsoft Office.

SKILLS

Adobe Creative Suite Advertising

MailChimp Google Analytics

WordPress Proofreading

Google Adwords

Social Media Marketing

Email Marketing SEO SEM

EXPERIENCE

Creative Director

WebOcto

📅 05/2011 - 06/2012 📍 Orlando

WebOcto was a one-stop shop offering subscription-based web services. As the Creative Director, my core activities included:

- Launching the Orlando-based start-up.
- Working closely with an out-source design team based in Pakistan to ensure a consistent voice across all marketing platforms.
- Raising clientele from 0 to 110 by implementing cold calls, email campaigns, and social media marketing.
- Bringing our sister site WebMedSite to the first page of Google for its keyword "Medical Web Design."
- Designing AdWords campaign that set the schedule and budget to generate usable leads.

Web and Graphic Designer

Public Imagery

📅 06/2011 - 09/2011 📍 Tampa

Public Imagery creates interior branding solutions for today's leading brands. As the Web and Graphic Designer, my core activities included:

- Working with the marketing team on a 3-month contract to redesign the brand's website.
- Designing and correcting various décor and signage.

Marketing Intern

CEA Marketing

📅 06/2010 - 09/2010 📍 Clearwater

CEA is a full service marketing agency specializing digital marketing content creation brand development, and more. As an Intern, my core activities included:

- Creating copy for marketing and member communications, including app copy, advertising campaigns, social media posts and user communications.
- Collaborating with clients including: the Tampa Bay Rays, GTE Federal Credit Union, Hilton and Tampa Bay Derby Darlins.

EDUCATION

Master's of Fine Arts in Web Design & New Media

Academy of Art University

📅 12/2010 - 12/2012

Bachelor's of Arts in Advertising

University of South Florida

📅 08/2006 - 08/2010