

MAGGIE MORGAN

Senior Brand & Content Writer | Creative Direction | Human-Centric Strategist

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PROFESSIONAL SUMMARY

Senior brand and content writer with 13+ years of experience turning complex product, brand, and campaign briefs into clear, human, high-converting copy. Background spans senior copywriting (Assembly Global), AI-assisted content engineering (Meta), and creative direction for consumer, nonprofit, and B2B brands including Dior, Lenovo, Vivid Seats, Brooks, Save the Children, and CARE. Skilled at translating technical and AI-driven product capabilities into accessible language, building content systems that scale, and partnering cross-functionally with Product, Design, Strategy, UX, and Legal to ship work under deadline pressure. Experienced mentor and editorial lead for junior and cross-functional teams.

CORE SKILLS

Brand Voice & Content Strategy • AI-Assisted & Prompt-Engineered Copywriting • Creative Direction & Campaign Concepting • UX & Product Writing • Client & Executive Presentations • Client Relationship & Account Management • New Business Pitching & Creative Concepting • Cross-Functional Stakeholder Management • Editorial Leadership & Team Mentorship • Narrative Systems & Messaging Frameworks • A/B Testing & Data-Informed Storytelling • Go-to-Market Messaging • Content Governance & Brand Compliance

CAREER

Owner & Senior Copywriter, [Maggie J. Morgan Copywriting](#) Nov. 2024 – Present

- Deliver end-to-end copywriting and creative direction for 6+ concurrent clients across consumer, wellness, and B2B sectors, from rebrand messaging architecture to ongoing blog and HR content strategy.
- Operate as an independent brand voice partner, managing full client relationships from discovery through delivery.

Content Engineer (Contract), [Meta](#) May – Sept. 2025

Held concurrently with independent copywriting practice above.

- Selected as 1 of 3 hires out of 1,500+ applicants for Meta's newly formed Content Engineering team supporting Threads and Instagram.
- Used content analysis and prompt engineering with Meta's internal AI assistant (Metamate) to shape content guidelines and improve creator and user experience at platform scale.

Senior Copywriter, [Assembly Global](#) July 2022 – Oct. 2024

- Led campaign copywriting in partnership with strategy, UX, and design teams for global brands and well-known nonprofits, driving an average 35% engagement lift across campaigns.
- Built and launched the Copywriting Collective, a centralized copy-training knowledge hub that increased creative output by 30% and mentored junior writers to strengthen narrative alignment across teams.
- Presented campaign concepts and creative direction directly to client stakeholders, defending narrative strategy through revision rounds across accounts.
- Scripted and conceptualized Vivid Seats' Loyalty360 Gold Award-winning campaign in a two-week turnaround.
- Helped reimagine Dior's global newsletter voice, leading a Paris-NYC collaboration on brand realignment.

Senior Copyeditor, [Nielsen Media Research](#) Jan. – July 2022

- Served as lead copyeditor for research reports and marketing assets across Netflix, Disney, and Warner Bros. Discovery, improving turnaround time by 25%.

Freelance Copywriter, [UniMedia](#) Dec. 2020 – June 2022

Concurrent freelance work alongside the Tzu Chi Foundation and Nielsen Media Research roles below.

- Tailored voice and messaging across a diverse client portfolio, consistently driving engagement across campaigns.

Senior Copywriter (Contract), [Tzu Chi Foundation](#) Dec. 2020 – Dec. 2021

- Developed and translated mission-driven, multilingual content across digital and print platforms for a global nonprofit audience.

Copywriter, [Adirondack Studios](#) July 2019 – July 2020

- Wrote bid-winning creative narratives that helped secure partnerships with Universal Studios, Real Madrid, Ducati, The Museum of Ice Cream, and Make-A-Wish Foundation.

OTHER RELEVANT EXPERIENCE

- Copyeditor, [The Post Star](#) June 2018 – Aug. 2019
- Director of Communications, [UVBioTek/POLY](#) Sept. 2016 – June 2018
- Communications Director, [Lotus Group](#) Feb. 2015 – Aug. 2016
- Staff Reporter, [DenPubs](#) June 2014 – Feb. 2015
- Blogger, [Mannix Marketing](#) Nov. 2012 – June 2014

RESULTS THAT MATTER

- 13+ years of professional writing and editorial experience
- 35% average engagement lift across Assembly Global campaigns
- 37% donation lift generated for The Nature Conservancy
- 45% engagement lift on GT's Agua de Kefir social campaign
- 30% increase in creative output through a self-built knowledge hub
- 25% faster turnaround achieved at Nielsen Media Research

EDUCATION & CERTIFICATIONS

M.S. Communications, Syracuse University — In Progress

B.S. Communications, SUNY Oneonta, 2012

Certifications: Google Ads, HubSpot, SEMrush SEO, AI for Everyone, Content Strategy (Northwestern)

COMMUNITY & LEADERSHIP

- English Tutor, Tri-County Literacy Center (2025–Present)
- Board Member, World Awareness Children's Museum (2016–2018)
- Co-Founder & Event Coordinator, Lotus Loves Literacy (2015–2016)

TOOLS & COMPETENCIES: Adobe Creative Suite • Figma • Notion • Airtable • CMS (WordPress, HubSpot, Webflow) • Google Analytics • Google Workspace (Docs, Slides, Sheets) • Brandwatch • Miro • Asana • Slack • Jira • Monday.com • Canva • ChatGPT • Claude • Jasper • Grammarly • Hemingway Editor • SEMrush • Ahrefs • AdSpy • Story Architecture • Product & Marketing Copywriting • Integrated Campaign Development • Internet Media Advertising Copy • Digital Advertising (Banner, Display, Paid Social) • Tagline & Headline Writing • Short-Form Social Copy (Captions, Hooks, In-Asset Text) • Long-Form Editorial Writing (Articles, Q&As, Explainers) • Content Design • Narrative Systems • Platform-Native Writing (Web, Instagram, Facebook, Threads) • Editorial Refinement & Coaching • Audience Segmentation • Analytics-Driven Content Iteration (GA, social insights) • Accessibility & Inclusive Language • Creative Operations • Agency Collaboration • PR & Editorial Writing • Thought Leadership Content • SEO Writing • MarTech Tools • CRM & Social Publishing Tools
