

MORGAN THOMPSON

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summary

Copywriter with 8 years of marketing experience across multiple industries. A passionate storyteller who is fascinated by consumer behavior - the 'why' people buy - and strives to maintain empathy while finding creative solutions to problems. Eager to leverage my abilities to write compelling copy, cross-collaborate, and manage multiple projects simultaneously in order to make meaningful and innovative work that drives performance. Craving long-term career growth and a work environment with coworkers who become friends and a manager with strong communication skills and clear expectations - and to have some fun along the way!

experience

Alteryx | Los Angeles, California

Creative Copywriter | August 2022 - Present

- Write video scripts, headlines, social media, digital banner, email, and web copy
- Collaborate with Brand and Design teams to concept creative campaigns
- Write copy in a variety of styles and voices for a diverse range of clients
- Copyedit blogs, white papers, e-books, and other content

IONIC Brands | Portland, Oregon

Director of Marketing | August 2021 - February 2022

- Owned the overall marketing strategy, creative development, messaging, and voice for our multiple brands
- Designed and wrote copy for email campaigns, social media content, and sales enablement material
- Collaborated with marketing and sales teams to develop successful strategies and campaigns to increase brand awareness and drive revenue for each of our brands

RPA | Santa Monica, California

Copywriter | July 2020 - December 2020

Junior Copywriter | July 2019 - July 2020

Copywriting Intern | January 2019 - July 2019

- Wrote headlines, video scripts, billboard, social media, email, and digital banner copy for Southwest Airlines, Farmers Insurance, and Honda
- Brainstormed and developed strategically sound creative concepts
- Presented work internally to Creative, Account, Strategy, and Production Teams and externally to clients

ICON Staffing Network | Portland, Oregon

Senior Creative Strategist | July 2017 - March 2018

Creative Strategist | July 2015 - July 2017

- Contributed to over \$6 million in revenue through marketing efforts
- Implemented new SMS strategy, leading to a 55% increase in response rate and conversions
- Designed the website and wrote all the copy for our in-house agency, ICON Creative
- Wrote and produced over 20 animated videos for social media and internal culture activities
- Designed websites and other digital materials for ICON Creative clients
- Managed all email marketing - including design and writing copy
- Managed social media accounts including Instagram, Facebook, and LinkedIn

education

Bachelor of Arts

American Studies: Marketing & Consumer Behavior

Division I Scholar-Athlete, Women's Golf

The University of California, Berkeley

Copywriting

The Book Shop School for Ads

skills

- Copywriting
- Product Marketing
- Creative Strategy
- Cross-Functional Collaboration
- Time Management
- Detail-Oriented
- Finding Four Leaf Clovers
- Golf
- Skiing
- Going viral on my dog's TikTok account