Avery Morgan

Senior Copywriter - Brooklyn, NY - 9 years experience

Email: avery.morgan@example.com

Phone: +1 (555) 010-2210

Portfolio: averymorgan.example

Location: Brooklyn, NY - open to NYC, LA, Remote

Summary: Senior copywriter with nine years across independent creative agencies and in-house brand studios. Specialized in DTC launch voice, brand naming, voice systems, landing-page conversion, and long-form editorial. Shipped across beauty, apparel, snack, and consumer tech. Writes the head and the tail of every deck; rewrites the middle until the brief lands.

Senior Copywriter: North Lane Agency (Independent creative agency, New York) - 2022 to Present. Lead copy on eleven DTC launch campaigns across beauty, skincare, and apparel. Owned the brand voice system for four retainer accounts and wrote the naming and manifesto for two of them. Shipped copy on campaigns that drove a 28% lift on average landing-page conversion.

Copywriter: Penfield & Co. (Independent brand agency, Brooklyn) - 2019 to 2022. Wrote the launch voice across eight packaged-goods rebrands in twelve months. Built a voice-and-tone guide that two of those brands still use as the canonical source. Contributed to three agency-of-record wins, including the rebrand that landed Honest Beauty.

Junior Copywriter: Holler Brand (In-house DTC brand studio, Brooklyn) - 2017 to 2019. Owned all paid social and lifecycle email across three product launches. Ran the in-house naming sprint that landed the brand rename from Holler Goods to Holler. Mentored two copywriting interns, one of whom now leads voice at a Series-C startup.

Copywriting Intern: Marlow Partners (Independent creative agency, New York) - Summer 2017. Wrote pitch-deck copy for two new-business wins. Built the internal sample-copy library the agency still uses. Returned the next summer as a junior.

Skills: Figma, Notion, Slack, Loom, Google Docs, deck writing, naming, voice systems, brand voice audits, long-form editorial, research synthesis, pitch writing, copy partnership with art direction.

Education: BA, English, Wesleyan University, 2017.

References: Available on request.

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