

# Morgan McKinney

(901) 687-6757 | [morgan.mckinney@proton.me](mailto:morgan.mckinney@proton.me) | [morganmckinneycreative.com](https://www.linkedin.com/in/morgan-mckinney022/) |  
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## Professional Summary

Original copywriter, editor, and creative manager who is capable of anything. Can execute any project by breaking down problems into small, attainable actions — while maintaining a high EQ. Seeking a mission-driven team that pursues excellence and thrives interpersonally.

### *Strengths*

- Talented writer and presenter who excites others with her bright visions of the future
- Welcoming and strong connector who is passionate about bringing people together
- Natural leader who commands a room with ease and inspires others to meet her high professional standards
- Eager learner who pursues knowledge from many perspectives with the intent to share with others

## Professional Experience

**Seer Interactive**, Salt Lake City, UT (remote)

*Creative Manager, Copywriter + Editor*, June 2025 - Present

Manages brand positioning, strategy, and messaging for healthcare, B2B, technology, and DTC clients

- Executes full-funnel brand campaigns in close collaboration with Creative, Paid Media, and SEO division goals
- Professionally interfaces with internal and client stakeholders to establish trust and deliver client-facing deliverables with minimal feedback

**inferno**, Memphis, TN (hybrid)

*Copywriter/Digital Content Creator*, Sept. 2023 - May 2025

Developed channel-specific content needs for a diverse portfolio of clients across print/web/digital/video script projects

- Conducted keyword optimization and competitive research to complement brand/SEO content goals for client and internal initiatives

**Best Shot Co.**, Memphis, TN (remote)

*Owner/Operator*, March 2020 - present

Creates hospitality content for virtual events and social media platforms, including original copy, video, and photography

- Researches, scripts, and presents successful virtual conferences (300+ to date)
- Executes virtual events in collaboration with established brands such as Pfizer, Jägermeister, and Smith & Nephew Medical Devices to create an audience growth rate of 375% from the initial onset to today

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## **Awards & Publications**

### **Dog Days of Summer**

*American Advertising Federation, 2025*

Copywriter – Gold ADDY, Memphis

Copywriter – Silver ADDY, District 7

### **Death Dealer Murder Mystery Game**

*American Advertising Federation, 2024*

Copywriter – Silver ADDY, Memphis

**The New York Times**, Nov. 2023

*Nothing Could Happen Between Us*

## **Education**

**The University of Memphis**, Memphis, TN

B.A., Creative Writing