

Morgan McKinney

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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