

Morgan McKinney

(901) 687-6757 | morgan.mckinney@proton.me | morganmckinneycreative.com |
<https://www.linkedin.com/in/morgan-mckinney022/>

Professional Summary

Copywriter and content strategist with experience shaping brand guidelines and leading storytelling across full-funnel brand campaigns, website copy, and SEO content for DTC, B2B, healthcare, and technology brands. Skilled at translating brand positioning and brand voice into high-performing, story-driven marketing content across web, paid media, and digital channels. Known for combining data-informed insights, strong editorial voice, and collaborative execution to drive audience engagement and brand growth.

Skills

Content Strategy • Brand Messaging • Campaign Development • Brand Positioning • SEO Content • Campaign Strategy • Copywriting & Editing • Customer Journey Messaging • Cross-Channel Marketing • Content Optimization • Stakeholder Collaboration • Slack • Google Workspace

Professional Experience

Seer Interactive, Salt Lake City, UT (remote)

Creative Manager, Copywriter + Editor, June 2025 - Present

Leads brand positioning, voice development, and messaging systems for healthcare, B2B, and DTC brands.

- Owns editorial planning and execution of full-funnel B2B content programs, including blog content, thought leadership, and campaign assets aligned to go-to-market initiatives.
- Develops brand messaging frameworks, narrative positioning, and campaign language aligned with customer journeys.
- Developed brand voice guidelines, messaging hierarchies, and narrative frameworks for multi-channel campaigns.

inferno, Memphis, TN (hybrid)

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

Developed cross-channel marketing content for a diverse portfolio of clients, including web, print, digital campaigns, and video scripts.

- Conducted keyword research, audience analysis, and competitive insights to optimize SEO and content performance analytics across client campaigns.

Best Shot Co., Memphis, TN (remote)

Owner/Operator, March 2020 - present

Morgan McKinney

(901) 687-6757 | morgan.mckinney@proton.me | morganmckinneycreative.com |
<https://www.linkedin.com/in/morgan-mckinney022/>

Produces branded digital content and storytelling campaigns for hospitality and lifestyle audiences, including copywriting, video, and social media content.

- Researches, scripts, and produces virtual content experiences (300+ events) that drive audience engagement and brand storytelling.
- Collaborates with brands including Pfizer, Jägermeister, and Smith & Nephew to produce branded content experiences, contributing to a 375% audience growth since launch.

Education

The University of Memphis, Memphis, TN
B.A., Creative Writing