

Morgan McKinney

(901) 687-6757 | morgan.mckinney@proton.me | [LinkedIn](#) | [Portfolio Website](#)

Professional Summery

Original copywriter and digital content creator 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

Skills

- Canva
- Social Media Strategy
- Semrush
- Shotokan Karate Black Belt
- Published Writer
- Professional Bartender

Professional Experience

inferno, Memphis, TN

Digital Content Creator/Copywriter, Sept. 2023 - present

Manages content needs for a diverse portfolio of clients while maintaining strong interpersonal relationships on internal and external teams.

- Creates channel-specific social media content strategy while writing engaging copy that amplifies brand storytelling for print/web/digital projects.
- Provides keyword optimization and competitive research to complement content goals holistically for the agency and its clients.

Best Shot Co., Memphis, TN

Owner/Operator, March 2020 - present

Develop food & beverage 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, AAF Memphis, Smith & Nephew Medical Devices, and Jägermeister.
- All of this combined has led to an audience growth rate of 375% from the initial onset to today.

Hospitality Career, Memphis, TN

Over ten years of experience in the food & beverage arts: developed cocktail menus and accompanying marketing strategy, trained staff, managed inventory and vendor relationships.

- **ACRE Restaurant**, *Beverage Director*, Dec. 2021 - Sept. 2023
- **Bari Ristorante e Enoteca**, *Bartender*, April 2017 - May 2021
- **Ecco on Overton Park**, *Head Bartender*, May 2016 - April 2017
- **Felicia Suzanne's Restaurant**, *Head Bartender*, July 2014 - May 2016

Publications & Awards

The New York Times, Nov. 2023

[*Nothing Could Happen Between Us*](#)

American Advertising Federation, 2024

Death Dealer Murder Mystery Game

Copywriter – Silver ADDY

American Advertising Federation, 2025

Dog Days of Summer

Copywriter – Gold ADDY

Education

The University of Memphis, Memphis, TN

B.A., Creative Writing, 2023