

david morrissey

Salt Lake City, UT
e: dave@words-inc.com
e: dwmorrissey@gmail.com

work

Senior Copywriter: McCann Erickson
Salt Lake City, UT

Accounts include: VeriSign, Plantronics

Worked to generate innovative ideas and effective copy for print, web, collateral and non-traditional media, for both B2B and consumer national campaigns

Interactive Copywriter: Epsilon Interactive
New York, NY

Accounts include: Crain's Detroit Business, Discover Card, Disney, Domino's Pizza, HarperCollins Publisher, JPMorgan Chase, Samsung

Provided overlying creative copy concepts and generated new ideas to work within existing framework for big-name brands; also worked to translate existing off-line campaigns to email; finally, offered creative best practice consultations on behalf of the email and web industry's best-in-class service provider, Epsilon Interactive

Interactive Copywriter: Datamark, Inc.
Salt Lake City, UT

Account: Corinthian Colleges, Inc., the second-largest post-secondary education company in North America

Crafted detailed, creative copy for Datamark's interactive team; particularly HTML email messaging and microsite content development for the leading full-service marketer of the secondary education vertical; also helped to brainstorm tactical, internet-based lead generation strategies, while pushing creative boundaries and satisfying client needs

Freelance

Created words-inc.com to aid small businesses, non-profit organizations and individuals with all aspects of the written word; offered services ranging from editing, to copywriting, to public relations assistance and more; helped several of such organizations further develop their identity, while increasing brand-level awareness and highlighting the respective products or mission statements of each client

Professional Editor/Proofreader: TraskBritt, P.C.
Salt Lake City, UT

Transferred editorial skills to the legal field; edited various stages of patent applications, etc. for one of the nation's top-rated intellectual property law firms, assisting with its national and international client roster

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work, cont.

Marketing/Media Relations Coordinator: Solitude Mountain Resort Salt Lake City, UT

Aided with all marketing and media relations duties, including assisting in bringing regional and national television and news publications to the resort, as well as developing and maintaining relationships with members of the local media, coordinating and hosting media familiarization tours; assisted in writing, editing, and compiling marketing collateral and web copy, including the 2003-04 Media Kit; ran group day sales for the resort; assisted with planning and facilitating special events; provided guest relations, including all general email contact

Communications Coordinator: Sunday River Ski Resort Bethel, ME

Assisted with all public relations duties for the Director of Communications, including media relations with local and regional television and publications, and national television; wrote and edited the on-mountain weekly newspaper; edited work of other writers and co-workers; produced PR writing tools, as well as web copy; assisted with special events; aided with guest relations

Editorial/Publicity Assistant: Appalachian Mountain Club Books Boston, MA

Worked in all aspects of book production, including copyediting and proofing, design and layout, and post-production publicity for the nation's oldest conservation and recreation outdoor non-profit; assisted in editing and compiling the AMC Author Kit and AMC Books House Style Guide

education

Emerson College: B.S. Print Journalism, PR and Environmental Science minors
National Outdoor Leadership School: certificate, Wilderness Natural History

community

Taproot Foundation: pro bono copywriting services; New York, NY
KRCL 90.9FM, Community Radio: on-air host/programmer; Salt Lake City, UT
S.L. County Prisoner Services: GED instructor/tutor; Salt Lake City, UT
Sundance Film Festival: theater team member; Park City, UT

more

www.words-inc.com
www.creativehotlist.com/dmorrissey