



Winston McDaniel

Astute American Literature graduate with a long-standing passion for the written word, popular culture, and creative marketing. Committed to producing exceptional content that converts leads and perfectly captures a brand's identity. Highly versatile writer and excellent team player who adores the process of creating publications, brochures, advertisements, web content, and articles.

Professional Experience

Copywriting Intern

Grey Group, New York City, NY June 2020 - June 2021

- Researched, brainstormed and analyzed topics for brand development
- Wrote copy for Twitter, Instagram, Facebook, TikTok and YouTube ads
- Created articles that got 2 million + views per month
- Devised case studies, press materials and corporate literature
- Increased web traffic by 13% in my time working in the role
- Wrote four press releases each year, one per quarter
- Shadowed the senior copywriter who writes the monthly newsletter that goes out to more than 10k customers and contributed to improving client engagement

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Education

Bachelor of Arts in
American Literature
New York University, New York City, NY
September 2017 - June 2021

Wrote and edited for the
student newspaper

Coursework completed:

- Media & publishing
- Short story, memoir and narrative essay
- Digital marketing
- Popular culture
- Creative writing

Key Skills

- Copywriting
- Search engine optimization
- Social media marketing
- Advertising
- Blogging
- Copy editing
- WordPress