

KEVIN MORRISON

New York, NY 12345
kevinmorrison@example.com
(123) 456-7890
[LinkedIn](#) | [Portfolio](#)

EDUCATION

Bachelor of Arts (B.A.) English

University of Syracuse,
New York, NY
September 2009 – June 2013

KEY SKILLS

- Content Strategy
- Brand Messaging
- Press Releases
- Digital Marketing
- Web Copy Development

CERTIFICATIONS

- Strategy of Content Writing Certification, UC Davis, 2016
- Professional Certified Marketer (PCM) in Content Writing, AMA, 2013

A Senior Content Writer with 10+ years of experience specializing in content strategy, digital advertising, brand messaging, and marketing communication. A proven track record of developing high-quality digital content to expand market growth and brand awareness.

PROFESSIONAL EXPERIENCE

Senior Content Writer

Rosenthal and Harris Legal Associates, New York, NY | March 2016 – Present

- Lead the development of digital and print content for a prestigious legal firm handling multi-million-dollar cases, including press releases, client pitches, web pages, articles, blog posts, and email marketing copy
- Create digital advertising content for various marketing channels, including promoting successful cases and creating biographies for firm leadership
- Enhance the impact of existing marketing content and materials by drawing attention to brand differentiators and emphasizing the value of the firm's legal services

Content Writer

Blue Ocean Financial Inc., New York, NY | June 2013 – March 2016

- Delivered compelling articles, web pages, digital marketing copy, and blog posts for an enterprise financial firm with over \$200M in assets
- Collaborated with the marketing department to create content specs and define a brand identity centered around transparency and client loyalty