

MARY ELLEN MURPHY

maryellendetroit.com | [LinkedIn](#) | ellemary@gmail.com | 248-224-7231 | Bloomfield Hills, MI

Conceptual and strategic writer for globally recognized brands in automotive, technology, healthcare, and lifestyle industries with 15 years of agency and in-house digital marketing and traditional consumer advertising. My hybrid advertising + journalism background informs my resourceful process and creative approach.

Skills

- Scriptwriting
- Video Production
- 360 Campaigns
- Web-based UX
- Trends Research
- Ideation
- Concepting
- Branding
- Tone of Voice
- Creative Brief + Pitch Development
- AI-Assisted Creative
- Short + Long Content
- Social + Storytelling
- OOH + Experiential
- Story Boarding
- Miro Boards
- Digital Marketing
- Adobe Creative Suite
- MS Suite
- macOS
- SEO
- Figma
- SharePoint
- Google Suite

Education

Bachelor of Arts: Journalism
Minor: Advertising
Oakland University
Rochester, MI

Portfolio

maryellendetroit.com

Experience

CREATIVE LEAD, WRITER — FORD MOTOR CO. (CONTRACT) DEARBORN, MI 9/2024-5/2025

Advanced Product Planning & Research /Trends + Futuring

- Write consumer market research content for internal publication and presentations
- Analyze and develop trends and scenarios based on research and signal scanning
- Edit research and apply survey data to subject matter topics: experiential luxury, EV adaptation, aging consumers, product development, and more—with 5-10-yr. foresight
- Create and publish Trends and Futuring SharePoint content and group style guide

FREELANCE SCRIPTWRITER — BCBS + HAP HEALTHCARE DETROIT, MI 2/2024-PRESENT

- Write B2C + B2B video scripts for Blue Cross Blue Shield TeleHealth and EAP programs to promote new app features and benefits
- Develop creative and compliant scripting for HAP DRTV ad spots

ASSOCIATE CREATIVE DIRECTOR, COPY — JACK MORTON DETROIT, MI 2/2022-1/2024

Client: General Motors (Brands: Cadillac, GMC, Chevy, Buick)

- Performed integral role in driving brand engagement of new GM digital marketing program, increasing web and social impressions by 20%
- Led scriptwriting for General Motors product videos for brand and social sites
- Developed 40+ cross-functional productions, including videos, events, and displays
- Collaborated with creative directors and clients to evolve messaging, CTAs, and KPIs
- Composed client leadership scripts for presentations and product reveals
- Conducted SME interviews and directed talent for recorded and live productions
- Crafted creative briefs and proposals, as well as oversaw other writer's content
- Partnered with production, account, and legal stakeholders to ensure project accuracy

SENIOR COPYWRITER — UNION ADWORKS — CLARKSTON, MI 2/2010-2/2022

Client: Stellantis Automobiles (Brands: Jeep, Chrysler, Dodge, Ram, Maserati, Alfa Romeo)

- Created brand, product, and corporate messaging for Stellantis consumer collateral, print, digital, social, video, mobile, banner ads, presentations, and dealer shows
- Ideated and delivered social media creative, RFP responses, and campaign pitches
- Executed campaigns for financial, restaurant, and private aviation clients
- Wrote web content for brand and corporate sites; landing pages and navigation
- Partnered closely with creative directors, designers, and clients on concepts
- Distilled complex technical product information into consumer benefit messaging
- D Show Best of Show Award: "Lose Yourself" Imported from Detroit Campaign

COPYWRITER — BBDO DETROIT — TROY, MI 5/2008-10/2009

- Wrote copy for Chrysler, Dodge, Jeep, and Ram brochures, emails, and auto shows
- Contributed content to Mercedes-Benz dealer magazine ads and direct mail
- Collaborated on new business pitches, brand identity, and product naming

FREELANCE EDITORIAL ART DIRECTOR + WRITER — ROYAL OAK, MI 10/2003-5/2008

- Branding strategies, new business press releases, media kits, product placement
- SEO marketing, newsletters, brochures, mission statements, bios, and blogs
- Art Direction: XXL magazine Eminem editorial cover, Production Designer: Feature Film Grand Jury Prize + Audience Choice Award, Los Angeles Asian Pacific Film Festival