

# MARY ELLEN MURPHY

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Specializing in conceptual and strategic communications for globally recognized brands in automotive, technology, and healthcare. Expert in translating product information into consumer benefit messaging, with 15 years of agency and in-house experience in digital marketing and traditional consumer advertising.

## Skills

- Writing/Editing
- Copywriting
- Scriptwriting
- SME Interviews
- Digital Marketing
- Short/Long Content
- Social/Storytelling
- Experiential
- Video Production
- 360 Campaigns
- Branding
- Tone of Voice
- Research & Analysis
- Ideation
- Creative Briefs
- Pitch Development
- AI-Assisted Creative
- SaaS
- SEO/AEO
- Miro Boards
- macOS
- Adobe Creative Suite
- MS Suite
- SharePoint
- Google Suite

## Education

Bachelor of Arts in  
Journalism and Media  
Studies

Oakland University  
Rochester, MI

## Portfolio

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## Experience

### **FREELANCE SENIOR BRAND COPYWRITER — DETROIT, MI 2/2024-PRESENT**

**Clients: AbbVie Pharmaceuticals, Cadillac, Blue Cross Blue Shield, HAP Healthcare**

- Strategized podcast creative direction for AbbVie Medical Affairs and R&D
- Scripted storytelling videos for Cadillac leadership and design communications
- Created B2C and B2B video scripts for BCBS TeleHealth and EAP programs
- Developed creative and compliant scripting for HAP DRTV advertising spots

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

**Advanced Product Planning & Research /Trends & Futuring**

- Wrote consumer market research content for internal publication and presentations
- Developed trends and foresight scenarios based on research and signal scanning
- Analyzed and applied survey data to content topics: experiential luxury, EV adaptation, multi-generational lifestyle and purchasing behaviors, and product development
- Created and published group SharePoint content and AP-based style guide

### **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 digital marketing program
- Led scriptwriting for brand and social sites, leadership presentations, and product reveals
- Developed 40+ cross-functional productions, including videos, events, and displays
- Collaborated with creative directors and clients to evolve messaging, CTAs, and KPIs
- Conducted SME interviews and directed talent for recorded and live productions
- Crafted creative briefs and proposals, and oversaw other writer's content
- Partnered with production, account, and legal stakeholders

### **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

### **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