

M.E. MURPHY

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Conceptual and strategic creative copywriter emphasizing cultural trends for globally recognized brands across all media channels—with agency and in-house experience in digital marketing and traditional consumer advertising.

Skills

Writing/Editing
Copywriting
Scriptwriting
Presentations
Digital Marketing
Short & Long Content
Social & Storytelling
Experiential
Video Production
360 Campaigns
Branding
Ideation
Tone of Voice
Research & Analysis
Creative Briefs
Pitch Development
AI-Assisted Creative
macOS
Adobe CS
Figma
MS Suite
SharePoint
Google Suite

Education

Bachelor of Arts,
Journalism & Media
Studies

Oakland University
Rochester, MI

Portfolio

maryellendetroit.com

Experience

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

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

- Scriptwriter for VW dealership instructional videos focused on service center process models
- Strategized podcast creative direction for AbbVie Medical Affairs and R&D executive team
- Scripted storytelling videos for Cadillac brand 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 consumer product and retail brochures, emails, and live events
- 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