AMY MORTON

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SUMMARY

Versatile copywriter and editorial manager with particular expertise in entertainment and healthcare. Demonstrated proficiency with packaging copy, advertising copy, marketing collateral, web content, advertorial copy and product naming. Known for delivering standout copy on time and on strategy.

PROFESSIONAL EXPERIENCE

Self-Employed Los Angeles, CA
Freelance Copywriter *2005-present*

Clients include 20th Century Fox Home Entertainment, Lionsgate, Stockholm Design, Bayer Healthcare, The Center for Colorectal Health, The Voyager Group and Panther Software

MGM Home Entertainment Los Angeles, CA
Assistant Manager, Editorial Services *2004-2005*

Editorial team member responsible for developing copy for high-profile domestic and international DVD products such as *Hotel Rwanda* and *The Pink Panther* series

- Wrote and edited packaging copy (i.e. taglines, headlines, synopses, collectible booklets)
- Delivered extensive explorations of headlines and support copy for trade/consumer ads
- Created copy for trade "superscreener" packaging, website and POS display materials
- Developed product names for box sets, television collections and other specialty products
- Ensured that copy adhered to marketing strategy, design template and legal requirements
- Hired and supervised a pool of freelance writers on various high-volume projects
- Collaborated with marketing, creative, proofreading and traffic to resolve editorial issues
- Monitored critical acclaim to develop quote lists and copy strategy for all new releases

Spotlight Health Los Angeles, CA
Manager, Marketing Communications *2002-2004*

Editorial team leader responsible for developing concepts and copy for boutique ad agency serving prominent healthcare clients such as Pfizer, Aventis, Guidant and Teva

- Conceived, wrote, edited and/or supervised production of copy for print and web
- Developed a variety of marketing collateral, including trade and consumer brochures
- Managed junior copywriters, graphic designers, vendors and programmers as needed
- Ensured that key marketing objectives, campaign milestones and launch dates were met
- Produced two monthly e-newsletters distributed to 50,000+ subscribers

Copywriter *2001-2002*

- Created clear, engaging, and effective web, e-mail and e-newsletter content
- Wrote all supporting material for national celebrity-led health awareness campaigns
- Conducted interviews with celebrities and experts to gather quotes and information
- Researched the latest statistics, studies and treatments for all health campaigns
- Earned promotion after 1.5 years due to demonstrated leadership capabilities

MedGuard.com Los Angeles, CA

Content Editor *2000-2000*

Creative team member responsible for developing web content at start-up healthcare dot-com

- Created disease-specific overviews for pilot prescription drug compliance programs
- Wrote and edited online content to support site features and navigation system
- Researched target audience behavior to inform site functionality, design and content

Cowboy Pictures New York, NY
Manager, Marketing and Distribution *1998-2000*

Early-stage marketing team member at indie film distribution company specializing in documentary, foreign language and revival films

- Worked with Co-Presidents to devise/execute marketing strategy for 3-5 films per year
- Wrote, edited and sourced copy for advertising, promotional materials and website
- Directed agency's design and production of marketing collateral and web content

The Discovery Channel Bethesda, MD
Advertising and Promotion Coordinator *1997*
Consumer Advertising Intern *1996*

Hired two consecutive summers to develop promotional materials for *Shark Week*

- Assisted Senior Manager in executing the network's largest annual consumer promotion
- Wrote Viewer Relations kits, phone scripts, FAQs, prize descriptions and winners' letters
- Served as liaison with promotions agency, fulfillment house and numerous other vendors

EDUCATION

University of Virginia*,* Charlottesville, Virginia **B.A. English**

- *Phi Beta Kappa; Echols Scholar; Graduated Cum Laude*

Culpeper County High School*,* Culpeper, Virginia **Valedictorian**

COMMUNITY SERVICE

Mentor for WriteGirl (www.writegirl.org), which pairs underprivileged teenage girls with professional women writers for weekly one-on-one mentoring and monthly workshops

Member of Step Up Women's Network (www.stepupwomensnetwork.org), a national organization dedicated to strengthening resources for women and girls

PORTFOLIO

Online writing portfolio available at www.amymorton.com.

Hard-copy portfolio available upon request.