

MARY ELLEN MURPHY

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

Senior Copywriter

Conceptual and strategic writer for globally recognized brands in automotive, technology, healthcare, and lifestyle industries. 15+ years of agency and in-house digital marketing + traditional consumer advertising

Experience

Associate Creative Lead + Content Editor — Ford Motor Co. (TekSystems) — Dearborn, MI 9/2024-Present

Advanced Product Planning & Research /Trends + Futuring

- Contribute to consumer market research content for SharePoint publications and presentations
- Edit research articles and apply survey data results for subject matter topics including experiential luxury, EV adaptation, Aging consumers, product development, and much more — with a 5 to 10-year foresight focus
- Execute and publish Trends + Futuring SharePoint Foresight Hub content and created group style guide

Freelance Scriptwriter — Blue Cross Blue Shield — Detroit, MI 2/2024-8/2024

- Lead writer for BCBS TeleHealth program consumer video series to promote new app benefits and usage

Associate Creative Director, Writer — Jack Morton Worldwide — Detroit, MI 2/2022-1/2024

- Led scriptwriting for General Motors (Cadillac, Chevrolet, Buick, GMC) product videos for brand + social sites
- Developed 40+ cross-functional creative productions, including videos, events, and displays
- Collaborated closely with creative directors and clients to evolve messaging, CTAs, and KPI strategies
- Performed as product specialist to compose client leadership scripts for presentations and product reveals
- Crafted scripts, conducted SME interviews, and directed talent for recorded and live productions
- Created\disseminated creative briefs and proposals, as well as oversaw other writer's content
- Partnered with production, account, and legal stakeholders to ensure project accuracy and timeline delivery

Highlight — Performed integral role in driving brand engagement through the development and launch of new GM digital marketing program, increasing web and social impressions by 20%

Senior Copywriter, Union Adworks — Clarkston, MI 2/2010-2/2022

Created brand, product, and corporate messaging for Stellantis Automobiles (Chrysler, Jeep, Dodge, Fiat, Maserati) consumer collateral, print, digital, social, videos, mobile apps, banner ads, presentations, and dealer shows

- Ideated and delivered social media creative, RFP responses, and campaign pitches
- Executed client campaigns for financial, restaurant, home goods, and private aviation companies
- Wrote and edited web content for brand and corporate sites, including landing pages and navigation
- Partnered closely with creative directors, designers, and clients on concepts and layouts
- Distilled complex technical/usability product information into consumer benefit messaging

Highlight – D Show (Detroit Advertising) 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, email campaigns, 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

- Advertising + editorial production design/art direction: feature films and corporate videos
- Branding strategies, new business press releases, media kits, and product placement
- SEO marketing, newsletters, brochures, mission statements, bios, and blogs

Highlights — Art Direction: Eminem editorial shoot for XXL magazine, Production Designer: Feature Film Grand Jury Prize + Audience Choice Award, Los Angeles Asian Pacific Film Festival

Skills

Scriptwriting, Video Production, CX, Print, Events, Social, Experiential, Storyboarding, Miro Boards, Digital Marketing, Adobe Creative Suite, Microsoft Suite, AI, MacOS, Teams, SharePoint, Google Suite, SEO, Cloud-based Collaboration

Education

Bachelor of Arts, Journalism | Minor, advertising – Oakland University, Rochester, MI