



Profile

Communications professional with a decade of experience wrangling the content life cycle. Specializing in copyediting, copywriting, and web and print design.

Contact

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Education

Bachelor of Science

English: Professional and Technical Writing

Utah State University
Summa Cum Laude

Certificate in Editing

University of Washington

Skills

AP Stylebook
Chicago Manual of Style
Photoshop
Illustrator
InDesign
HTML
CSS
WordPress
Sitecore
SharePoint

Proofreader/Copyeditor

Tommy Bahama • 2016–2017

Copyedited and proofed marketing materials for spring 2017 collections, including three print mailers, e-commerce emails, and a 131-page print catalog. Worked with copywriters, graphic designers, and project managers to quality check each iteration and meet tight production deadlines.

Editorial Intern

Girl Friday Productions • 2016

Assisted a team of production editors with manuscript editing tasks, including manuscript styling, format proofing, cold reads, promotional text creation, and market research.

Copyeditor/Copywriter

UW Medicine Advancement • 2015–2016

Copyedited collateral for donor audiences, editing for *Associated Press* style and consistent messaging across six departments. Wrote case statements, proposals, and stewardship reports for a team of 30 frontline fundraisers. Designed print pieces in InDesign, Photoshop, and Illustrator. Used HTML and CSS to update web copy in four WordPress installations.

Copyeditor/Graphic Designer

Moorea Seal • 2014–2015

Copyedited a biweekly email newsletter using AP style. Designed artwork for MooreaSeal.com, including graphic elements for the home page, social media channels, and email campaigns. Adhered to a strict editorial calendar to ensure timely campaign delivery.

Marketing Copywriter

Yesler • 2014–2015

Supported multimedia content strategy efforts for B2B clients by planning, developing, writing, and polishing articles, blogs, brochures, email copy, presentations, and web copy. Collaborated with a team of editors to ensure consistency with the *Chicago Manual of Style* and the *Microsoft Manual of Style*.

Web Content Consultant

Intermountain Healthcare • 2013–2014

Led over 50 writers in rewriting 7,500 pages of web content for a CMS migration. Worked as the department copy editor and created a 40-page web style guide that outlined best practices for web marketing copy. Coordinated a content strategy for our patient engagement efforts and created the deliverables to support it by interviewing stakeholders, writing and editing content, then designing it in InDesign, Photoshop, or Illustrator.

Web Content/Social Media Manager

pictureline, inc. • 2012–2013

Copyedited photography equipment product descriptions to boost SEO efforts. Managed the brand's social media presence and wrote and edited the pictureline blog, which entailed coordinating a weekly editorial calendar and interviewing photographers and subject matter experts.

Graphic Designer/Copywriter

Simply Mac • 2009–2011

Strengthened the company's brand presence by creating a content strategy based around social media. Founded the company blog and coordinated with two other writers to publish daily content. Wrote and designed all marketing deliverables, including direct mailers, brochures, billboards, and packaging. Managed biweekly email newsletter delivery in MailChimp and maintained web content in WordPress and the in-house CMS.