

# MEG FUREY

SENIOR COPYWRITER. ESSAYIST. SCREENWRITER.

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## PROFESSIONAL EXPERIENCE

### **Somnio Solutions**, Austin, TX

*Freelance Senior Copywriter*, June 2016 - Present

As a part of Somnio's freelance creative team, I write everything from video scripts to email and social media campaigns for Fortune 500 tech companies, including Dell, IBM and Thermo Fisher Scientific, with the goal of inspiring action and driving results.

### **Meg Furey Creative**, Austin, TX, September 2012 - Present

*Senior Copywriter*

Create compelling narratives and messaging across digital media, video, mobile, and audio platforms that connect brands to customers. Translate marketing strategies into creative execution. Distill complex creative concepts to understandable design solutions. Deep understanding of usability and design principles. A knack for analyzing marketing challenges to meet measurable business goals and requirements. Ability to work across multiple teams to drive projects to completion. A keen eye for consumer engagement experiences and the ability to make decisions that will maximize content impact.

Clients include: IBM, Dell, Verb, Main Street Hub, Somnio Solutions, StoryCraft, People Pattern, Austin Cancer Centers, The Bennu Institute, LIN Digital, and Southwest Women's Gynecologic Oncology

### **car2go**, Austin, TX

*Senior Copywriter*, October 2015 - March 2016

Helped to increase user membership by one million users as lead writer for global rebranding including creating a new brand voice, content guidelines and web copy for the entire North America market. The rebrand was responsible for driving new customers improving overall customer conversion.

### **CLEARresult**, Austin, TX

*Senior Copywriter*, December 2014 - October 2015

Improved awareness of international energy efficiency initiatives through rebranding efforts for several major market lighting and energy companies. Managed junior copywriters.

### **The LIVESTRONG Foundation**, Austin, TX

*Senior Copywriter*, February 2013 - December 2014

Improved brand image through refreshing fundraising efforts. Focused on driving event participation through email campaigns. Managed copywriting and editorial interns.

### **Steel Branding Agency**, Austin, TX

*Freelance Senior Copywriter*, September 2013 - March 2016

Created web copy and video scripts that helped increase visibility upping enrollment at Concordia University and San Jacinto College.

### **Lee Tilford Agency**, Austin, TX

*Senior Copywriter*, May 2012 - September 2012

Created and launched Spec'sology, the brand's first blog for which I researched and blogged about hospitality trends. Also wrote seasonal Radio/TV/Print/Digital campaigns.

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## **Calise Partners**, Dallas, TX

*Copywriter/Public Relations Assistant*, October 2011 - May 2012

Researched, wrote, and distributed press releases, blog posts and video scripts for The W Hotel, Thompson's Water Seal, and Taco Bueno. Managed social media campaigns and contests for Thompson's Water Seal. Assisted in winning The W Hotel as new business.

## **MEplusYOU**, Dallas, TX

*Copywriter*, November 2009 - October 2011

Specialized in writing FDA approved web copy and social media campaigns for major pharmaceutical brands including Cymbalta, Lipitor and Bayer. Best Use of Social Media Finalist MM&M: Bayer's 50th Anniversary of the Pill, October 2011.

## **EDUCATION**

### **The University of Dallas**, Irving, Texas

Bachelor of Arts (B.A.), English Language and Literature, 2006

## **KEY STRENGTHS**

Print/Digital Media/Mobile/Advertising : Brand Building : Problem Solver : PR/Communications : Consumer Engagement : Mentoring : Leadership : Brand Positioning : Inspirational : Navigating Complex Initiatives : Partnership : Ideator/Innovative : Strategy/Analytics : Integrated Marketing : Entrepreneurial/Start-Up Minded : Goal Oriented : Transform Ideas into Action

## **ACCOMPLISHMENTS**

**Contributing Essayist** - Huffington Post

**Contributing Essayist** - HelloGiggles

**Contributing Essayist** - Medium

**Arts Columnist** - Substance Magazine

**Features Editor**- University News

Volunteer my time as a mentor to young copywriters.

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