

# Marie Maloney

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## Copywriter

Experienced copywriter with a background in creating content for various platforms, including POS, digital, social, and experiential campaigns. Skilled in owning and refining brand voice along with writing and directing radio spots, in-store merchandising headlines, and crafting social posts that spark engagement and connections. Strong attention to detail and ability to work under tight deadlines.

## WORK EXPERIENCE

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### **TMA (The Marketing Arm) • Chicago • 08/2022 - Present**

#### **Copywriter**

- Created POS, digital, social, website copy, e-newsletters and experiential campaigns for California Lottery as the only writer on the account
- Wrote in-store merchandising copy for Arby's
- Wrote and directed radio spots for Six Flags/Cedar Fair and California Lottery clients
- Participated in pitching and winning new business campaigns at the agency

### **Laughlin Constable • Chicago • 06/2022 - 08/2022**

#### **Copywriting Intern**

- Wrote and created brand and social campaigns for Hoosier Lottery and ASPCA as a copywriting intern

### **Hunt Club • Chicago • 03/2021 - 04/2022**

#### **Associate, Talent Strategy**

- Worked as an associate for the recruiting start up Hunt Club to help pay for school tuition while taking classes at Chicago Portfolio School

### **Envisionit • Chicago • 08/2019 - 08/2020**

#### **Copywriter/Marketing Admin**

- Assisted the Marketing team with copywriting, editing and proofreading, content planning/strategy, and blog edits on tight deadlines with emphasis on attention to detail
- Used Airtable cloud collaboration with Marketing team to post social media content in brand voice to the agency Instagram, LinkedIn, Facebook, and Twitter feeds
- Spearheaded company Work From Home contests with themes like 30 second dance party, Office Getty Challenge, ENV Cribs, and lip sync challenge to foster fun and community while working from home during the pandemic
- Prepared team materials for incoming client meetings
- Set up copywriting templates for time management and accountability purposes

### **T. Nugent & Associates • Chicago • 01/2019 - 12/2019**

#### **Freelance Copywriter**

- Wrote blog articles and medical marketing content for the website
- Performed regular research to stay on top of trends and updates in the medical marketing field
- Maintained the company's Squarespace website and performed updates as needed

### **Shanghai Lin Soong Kindergarten • Shanghai • 01/2018 - 12/2018**

#### **Drama and English teacher**

- Designed and implement Drama curriculum and lesson plans for an ESL kindergarten classroom

- Created easy to understand activities to help children learn about Drama and Theater
- Encouraged children to participate via positive reinforcement and celebration of their progress in both speaking English and performing characters

**Catholic Extension • Chicago • 01/2016 - 12/2017**

**Marketing Coordinator/Project Manager**

- Project managed marketing team to ensure adherence to strict deadlines
- Maintained professional calendars of marketing team members and was a gatekeeper for their time when fielding requests from other departments
- Created travel itinerary for marketing trips
- Assist with contracts and budgeting for outside vendors and artists we contracted

**EDUCATION**

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**B.A. in Mass Communications & Theater**

Miami University • Oxford, OH

**Copywriting**

Chicago Portfolio School • Chicago, IL

**SKILLS**

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Calendar management, Copywriting, G Suite, Hive, Microsoft Outlook, Microsoft Sharepoint, Microsoft Teams, Project management, Social media