



# MELISSA MANEY

## EXPERIENCE

### COPYWRITER

#### Razorfish

May 2025 - Present

- Crafts CRM email and newsletter copy for Venmo, along with banners, social assets, and conceptual campaigns for Audi
- Collaborates cross-functionally with creative, strategy, and account teams to translate briefs into on-brand, high-impact deliverables

### COPYWRITER

#### Gradient Experience

March 2024 - November 2024

- Created marketing copy across company's social platforms, newsletters, website, case studies, and white paper
- Developed thought leadership articles for Founder, CEO, and Executive team, which were featured in Forbes and Vogue Business

### COPYWRITER

#### Jack Morton Worldwide

Aug. 2022 - June 2023

- Wrote manifestos, sizzle reels, scripts, and experiential campaign assets for Abbvie, a leading biopharmaceutical company
- Composed persuasive pitch copy that secured new business with McDonald's

### COPYWRITER

#### Radancy

Oct. 2021 - July 2022

- Crafted copy for websites, social platforms, Google ads, videos, pamphlets, software products, and conceptual campaigns
- Adapted writing style to reflect multiple brand voices including Coca Cola, Quest Diagnostics, The Toro Company, Hooters, American Express, and a high-profile federal agency

### COPYWRITER

#### Anyword

Sept. 2019- Sept. 2021

- Produced thousands of social assets for the world's most prestigious publishers, including NBC, CNN, Forbes, New York Post, The Athletic, U.S. News, Equinox, Red Bull, and Axios
- Generated the largest company profit from ad copy spend

## CONTACT



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## EDUCATION

### THE NEW SCHOOL

Bachelor of Fine Arts

2014-2018

GPA: 3.7

## SKILLS

- Google Suite
- Figma
- Microsoft
- Keynote
- Salesforce
- Asana
- Jira
- Wordpress
- Facebook
- Instagram
- X (Formerly Twitter)
- LinkedIn
- Scriptwriting
- Playwriting
- Poetry
- Fiction
- Proofreading & Editing
- A/B Testing
- AI platform development