

MISSY MACKKEY *Senior Copywriter*

ABOUT ME

Strategic-minded writer with a penchant for creative storytelling, pitching ideas, and working in a collaborative, fast-paced environment. My curiosity and relentless effort to engage with my community are what motivate me to create relevant content that solves business problems and inspires consumers.

GET IN TOUCH

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OOO

NYC Marathon Finisher

Dirty martini drinker

Aspiring FoodTok Star

NYRR Volunteer

FUN FACT

Ben & Jerry's follows me on Instagram.

➤ MY WORK

VAYNERMEDIA

Senior Copywriter | Mar 2023-present

Executing highly strategic social creative across Vayner's consulting department. I ghost write for executives at Visa and Ford Pro, applying deep knowledge of brand products and B2B initiatives while seamlessly tailoring tone to identity. I also flex my creativity on new business pitches, successfully landing campaigns for clients including WetBrush, Thrive Global and Deepak Chopra.

ADWEEK

Senior Marketing Copywriter | Sept 2021-Mar 2023

Wrote and managed copy for all marketing materials. Collaborated with internal stakeholders on messaging and reviewed creative across digital channels, social and OOH materials. Exceeded revenue goals for 2022 tentpole events. Published several lead gen bylines.

AISLE ROCKET AGENCY

Copywriter | Mar 2021-Sept 2021

Wrote ecommerce copy for Whirlpool and KitchenAid including product descriptions, video scripts and SEO articles for the KitchenAid blog that drove reach and engagement.

AVEX DESIGNS

Freelance Copywriter | Mar 2020-Mar 2021

Lead copywriter for global menswear brand HUGO BOSS email marketing campaign. Drove 20% yoy sales growth.

HARD ROCK INTERNATIONAL

Ecommerce Copywriter | Mar 2019-Mar 2020

Enhanced ecommerce site experience and email marketing with creative copy, SEO and design execution. Increased sales and conversion rates yoy and helped direct retail product photoshoots.

TBWA\BRIGHT RED AGENCY

Copywriter | Apr 2017-Mar 2019

Brainstormed concepts, wrote taglines, print and digital copy. Presented and won campaign pitches for The Cayman Islands, Cooper Tires, Visit Tallahassee and Domino Sugar.

➤ ALMA MATERS

NEW YORK UNIVERSITY /*Master of Arts—Journalism 2022*

FLORIDA STATE UNIVERSITY /*Bachelor's—Advertising 2017*