

# KEVIN MORRISON

New York, NY 12345  
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[LinkedIn](#) | [Portfolio](#)

## EDUCATION

### Bachelor of Arts (B.A.) English

University of Syracuse,  
New York, NY  
September 2009 - June 2013

## KEY SKILLS

- Content Strategy
- ♦ Brand Messaging
- Press Releases
- Digital Marketing
- Web Copy Development

## CERTIFICATIONS

- Strategy of Content Writing Certification, UC Davis, 2016
- Professional Certified Marketer (PCM) in Content Writing, AMA, 2013

A Senior Content Writer with 10+ years of experience specializing in content strategy, digital advertising, brand messaging, and marketing communication. A proven track record of developing high-quality digital content to expand market growth and brand awareness.

## PROFESSIONAL EXPERIENCE

### Senior Content Writer

Rosenthal and Harris Legal Associates, New York, NY | March 2016-Present

- Lead the development of digital and print content for a prestigious legal firm handling multi-million-dollar cases, including press releases, client pitches, web pages, articles, blog posts, and email marketing copy
- Create digital advertising content for various marketing channels, including promoting successful cases and creating biographies for firm leadership
- Enhance the impact of existing marketing content and materials by drawing attention to brand differentiators and emphasizing the value of the firm's legal services

### Content Writer

Blue Ocean Financial Inc., New York, NY | June 2013 - March 2016

- Delivered compelling articles, web pages, digital marketing copy, and blog posts for an enterprise financial firm with over \$200M in assets
- ♦ Collaborated with the marketing department to create content specs and define a brand identity centered around transparency and client loyalty