

# JUSTIN MORRIS, Ph.D.

Senior B2B Copywriter & Content Strategist

*Results that sound made up. They're not. Just ask my AI.*

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## PROFESSIONAL SUMMARY

Senior B2B copywriter. 10+ years. Campaigns that exceeded targets by orders of magnitude. "Storyteller of the Year" at Mercer-MacKay. Clients: NetApp, AWS, Google Cloud, Microsoft Azure, Fortune 500 enterprises. Currently writing for a Fortune 500 CEO—so I've seen how executives actually react to messaging. What makes them lean forward. What makes them push back. What makes them say "this is exactly right." Ph.D. for the rigor.

## KEY ACHIEVEMENTS

- NetApp sustainability campaign: Goal 300 trees planted → Actual 180 million (59,999,900% above target)
- Lead gen campaign: 3,487 MQLs generated (237% above target), \$65K under budget
- "Storyteller of the Year" award — Mercer-MacKay Digital Storytelling (2022)
- Campaign success led to North America program being repackaged for Latin America expansion

## PROFESSIONAL EXPERIENCE

### Senior B2B Copywriter & Creative Consultant

*The Copy Doc (Independent) / Mercer-MacKay Digital Storytelling — Remote | 2020 – 2024*

- Wrote integrated campaigns for enterprise tech clients: NetApp, AWS, Google Cloud, Microsoft Azure, Optimizely, Brillio, Slalom, Snowflake, Red Hat, Splunk, Panasas
- Deliverables: e-books, landing pages, nurture emails, LinkedIn ads, video scripts, sales enablement, infographics, blog posts
- Developed brand strategy and messaging guidelines for daXai; scripted five CEO-led tutorial videos
- Trained Insight Enterprises' brand writing team (Nov 2023) — invited before joining as employee

### Executive Communications Specialist

*Insight Enterprises (Fortune 500) — Chandler, AZ / Remote | 2024 – Present*

- Primary speechwriter for CEO Joyce Mullen; 127+ deliverables including keynotes and executive videos
- Support 24+ executives with strategic messaging across internal and external communications
- \$19M deal closed where CEO video was cited as "the first thing the customer mentioned"

### Ongoing Contributor — Tech Journal

*Insight Enterprises — 2023 – Present*

- Bylined articles on technical debt, metaverse, AI security, and ESG for enterprise IT audience
- Translate complex technology trends into actionable business insights

### Ethics Consultant

*Bill & Melinda Gates Foundation via IEPI, McMaster University — Hamilton, ON | 2016 – 2019*

- Authored 25-page literature review on gene drive technology ethics for Foundation decision-makers
- Translated complex bioethics frameworks for non-specialist stakeholder audiences

## EDUCATION

**Ph.D., Philosophy** — McMaster University, 2020

SSHRC Doctoral Fellowship (\$40,000); Ontario Graduate Scholarships

**M.A., Philosophy** — University of Windsor, 2013

**B.A. Honours (with distinction), Philosophy** — University of Windsor, 2011

## CORE COMPETENCIES

B2B Content Strategy • Demand Generation • E-books & Long-form Content • Landing Pages • Nurture Campaigns • LinkedIn Advertising • Video Scripts • Sales Enablement • Brand Messaging • Technical Writing • Campaign Analytics • Stakeholder Management