

Justin Morris

Results that sound made up. They're not. Just ask my AI. → justinmorris.me

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PROFESSIONAL SUMMARY

Senior copywriter with 15+ years turning complex B2B narratives into campaigns that actually perform. My last demand gen program hit 59,999,900% of its target—not a typo. I've written everything from six-word banner ads to 50-page e-books, and I've spent three years in executive communications, so I've seen how C-suite leaders react to messaging in real time. I know what makes them lean forward, push back, or say 'this is exactly right.'

PROFESSIONAL EXPERIENCE

Insight Enterprises

Executive Communications Specialist · 2022–Present

- Lead writer for CEO communications: keynotes, town halls, video scripts, internal messaging
- Ghostwrite thought leadership and LinkedIn content for C-suite executives
- Develop messaging frameworks that translate technical solutions into business narratives

Mercer-MacKay Digital Storytelling

Senior Copywriter · 2019–2022

- Led content strategy for HP's sustainability campaign: 180M trees planted (target: 300)
- Created integrated campaigns spanning e-books, nurture sequences, video scripts, social, and ads
- Delivered complex B2B programs for ServiceNow, Palo Alto Networks, AWS, and Citrix
- Managed campaigns that consistently came in under budget while exceeding performance targets

Cision

Senior Copywriter · 2015–2018

- Wrote demand gen content: e-books, white papers, case studies, email campaigns
- Developed product messaging and sales enablement materials for PR software suite
- Contributed to brand voice guidelines and messaging architecture

Freelance Copywriter

2010–2015

- Built client roster across tech, healthcare, and professional services
- Delivered web copy, brand messaging, email campaigns, and long-form content

SELECT CAMPAIGNS & RESULTS

- **HP Sustainable Forests:** 180M trees planted against 300-tree target (59,999,900% to goal)
- **ServiceNow + Deloitte:** Multi-asset campaign; delivered \$65K under budget
- **Palo Alto Networks:** Integrated e-book and nurture program for cybersecurity solutions
- **Cision Comms Cloud:** Product launch content suite driving qualified pipeline

SKILLS & EXPERTISE

B2B Copywriting · Demand Generation · Content Strategy · E-books & White Papers · Email Campaigns · Video Scripts · Brand Messaging · Executive Communications · Thought Leadership · Sales Enablement · Campaign Development

EDUCATION

MA, Media Studies · University of Western Ontario

BA, English & Political Science · University of Wisconsin–Madison