

Justin Morris

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

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PROFESSIONAL SUMMARY

Senior copywriter and creative consultant 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 two years in executive communications writing for a Fortune 500 CEO. I know what makes leaders lean forward, push back, or say 'this is exactly right.'

PROFESSIONAL EXPERIENCE

Insight Enterprises

Executive Communications Specialist · June 2024–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

The Copy Doc (Independent Contractor)

Senior B2B Copywriter & Creative Consultant · September 2020 – June 2024

- Led content strategy for NetApp/Microsoft sustainability campaign: 180M trees planted (target: 300)
- Won 'Storyteller of the Year' at client Mercer-MacKay Digital Storytelling
- Created integrated campaigns spanning e-books, nurture sequences, video scripts, social, and ads
- Clients: NetApp, AWS, Google Cloud, Microsoft Azure, Splunk, Optimizely, Slalom, daXai
- Campaigns consistently exceeded KPIs—237% above MQL targets, \$65K under budget

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

- **NetApp/Microsoft Sustainable Forests:** 180M trees planted against 300-tree target (59,999,900% to goal)
- **NetApp/Microsoft Azure Lead Gen:** 3,487 MQLs (237% above target), \$65K under budget
- **daXai:** Built brand strategy from scratch—messaging guidelines, CEO video scripts, launch copy
- **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