

Marie Maloney

Writer

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Chicago, IL

Portfolio-
mariemaloney.com



EDUCATION

Miami University

B.A. | Mass Communications &
Theater

Chicago Portfolio School

Copywriting | March '21-June '22

ABOUT MARIE

-Has performed sketch comedy,
improv, and stand up in Chicago
for 12 years

-Hosts, edits, and does the social
media marketing for her podcast
called "Adam Sandler Please Stop"

-Is a world traveler who's been to
16 countries and counting

-Is deeply obsessed with Aldi, the
grocery food store chain

Work experience

Copywriter

TMA (The Marketing Arm) | Chicago | August 2022 - present

- Created POS, digital, social and experiential campaigns for California Lottery as the sole writer on the account
- Wrote in-store merchandising copy for Arby's
- Wrote and directed radio spots for Six Flags/Cedar Fair and California Lottery clients
- Participated in pitching (and sometimes winning!) new business campaigns at the agency

Copywriting Intern

Laughlin Constable | Chicago | June 2022 - August 2022

- Wrote and created brand and social campaigns for Hoosier Lottery and ASPCA as a copywriting intern

Associate, Talent Strategy

Hunt Club | Chicago | March 2021 - April 2022

- Worked as an associate for the recruiting start up Hunt Club to help pay for school tuition while taking classes at Chicago Portfolio School

Copywriter/Marketing Admin

Envisionit | Chicago | August 2019 - August 2020

- Assisted the Marketing team with copywriting, editing and proofreading, content planning/strategy, and blog edits on tight deadlines with emphasis on attention to detail
- Used Airtable cloud collaboration with Marketing team to post social media content in brand voice to the agency Instagram, LinkedIn, Facebook, and Twitter feeds
- Spearheaded company Work From Home contests with themes like 30 second dance party, Office Getty Challenge, ENV Cribs, and lip sync challenge to foster fun and community while working from home during the pandemic
- Prepared team materials for incoming client meetings
- Set up copywriting templates for time management and accountability purposes

OTHER SKILLS

Project management
Calendar management
Social media
Hive
G Suite
Microsoft Outlook/Teams/Sharepoint

EXTRAS

Great at:

Replying to emails quickly

Throwing themed parties

Giving genuine compliments

Sending dope memes

Never reheating fish in the company microwave

Work experience continued...

Freelance Copywriter

T. Nugent & Associates | Chicago | 2019

- Wrote blog articles and medical marketing content for the website
- Performed regular research to stay on top of trends and updates in the medical marketing field
- Maintained the company's Squarespace website and performed updates as needed

Drama and English teacher

Shanghai Lin Soong Kindergarten | Shanghai | 2018

- Designed and implement Drama curriculum and lesson plans for an ESL kindergarten classroom
- Created easy to understand activities to help children learn about Drama and Theater.
- Encouraged children to participate via positive reinforcement and celebration of their progress in both speaking English and performing characters

Marketing Coordinator/Project Manager

Catholic Extension | Chicago | 2016-2017

- Project managed marketing team to ensure adherence to strict deadlines
- Maintained professional calendars of marketing team members and was a gatekeeper for their time when fielding requests from other departments
- Created travel itinerary for marketing trips
- Assist with contracts and budgeting for outside vendors and artists we contracted