

# MOIRA LYNCH

COPYWRITER & CONTENT WRITER

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## Contact

**phone**

203.981.1630

**email**

writemoira@gmail.com

**website**

writemoira.com

**address**

405 NW 33rd St.  
Oklahoma City, OK 73118

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## Expertise

- Advertising Copy
  - Content Writing
  - Creative Writing
  - Blog Writing
  - SEO Writing
  - AP Style
  - Marketing Strategy
  - Social Media Marketing
  - Content Marketing
  - Copy Editing
  - Digital Copywriting
  - Web Content Writing
  - Creative Collaboration
  - Marketing Strategy
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## Education

English Major / Marketing Minor  
**Canisius College, Buffalo, New York**

MSW Program  
**Silver School of Social Work, NYU**

## About Me

I've had the good fortune to write persuasive copy and content for recognized national brands across multiple industries. By identifying key customer insights and delving deeply into brand strategy, I design messaging that captures attention, conveys authority and catalyzes action. The key is writing with an authentic voice and using just the right words to connect to the functional *and* emotional needs of your audience.

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## Experience

**Senior Copywriter**

MidFirst Bank, Oklahoma City, OK

Wrote persuasive and actionable content, sales and marketing materials for a variety of financial products and services for the nation's largest privately owned bank.

**Creative Content Writer**

Hobby Lobby, Oklahoma City, OK

Crafted creative and technical content for in-store, digital and marketing communications and campaigns. Developed names for new product launches and worked collaboratively on corporate marketing and trend watch initiatives.

**Associate Creative Director**

IN Marketing Services, Norwalk, CT

Led creative and conceptual work for national consumer promotion, shopper marketing, event sponsorships and more for clients including Dr. Pepper/Snapple, Heineken, Schick, Hawaiian Tropic, Newell Rubbermaid, Walmart.

**Freelance Copywriter**

Darien, CT

Worked on a variety of brands and businesses to provide copy, content and concept development. Clients included Illy Café, Arm & Hammer, Pillsbury, Hospice of New York, Ronald McDonald House and the Ford Motor Company.

**Senior Copywriter & Conceptor**

Catapult Marketing, Westport, CT

Creative and concept development for Kellogg's, MARS Candy & Pet Care, Avon Walk For Breast Cancer and more. Integrated shopper and digital marketing campaigns for Target, Kroger, CVS, Walgreens and other national brands and retailers.

**Concept Director**

Colangelo Synergy Marketing, Darien, CT

Collaborative strategy and creative development to produce distinct brand real estate within a variety of categories. Launched brand introductions and spearheaded creative campaigns spanning the marketing mix for Kraft, Church & Dwight, Newman's Own and others.

**Copywriter**

Upshot Marketing, New York, NY

Varied work on brands including Absolut, Captain Morgan, Crown Royal, Chateau & Estates Wines and Universal Movies & Music. Created custom promotions for national on-premise retailers ranging from TGIFriday's and Applebee's to Marriott properties and Hyatt Hotels & Resorts.