

CONNIE MAHONEY Copywriting and Strategic Brand-Building

CAPABILITIES

Print and Online Content | Video Script Writing and Production Management | Blog and Thought-Leadership Content | Search Engine Optimization | Strategic Brand-Building | Creative Digital Campaigns
Competitive Research | RFPs, Pitch Decks and Client Presentations

EXPERIENCE

MAHONEY COPYWRITING | Owner, Copywriter and Creative Contractor (2010 – 2023)

I provide contract services to advertising agencies and internal marketing departments across the US. I've maintained a majority of my clients for over a decade and have helped build hundreds of B2B and B2C brands in that time. Please see my portfolio at mahoneycopywriting.com.

HEWLETT-PACKARD (HP) | Video Script Writer and Production Manager (2022-2023)

In this remote contract position, I developed a new video production department for Hewlett-Packard's Services Solution Marketing division. Responsibilities included:

- ✦ Establishing and implementing a new video production process.
- ✦ Working directly with HP Product Marketing Managers to develop concepts that would meet their video marketing goals.
- ✦ Writing and producing video scripts.
- ✦ Partnering with outside agencies and video production services as needed.
- ✦ Overseeing the entire scope of each project to ensure high-quality video production occurred on time, on strategy and within budget.

GSW WORLDWIDE | ACD/Copywriter (Aug 2007 – May 2010)

Helped win, launch, and sustain global healthcare brands including Bayer, Eli Lilly, Abbott, Johnson & Johnson, Amgen, and more. Promoted to ACD for helping win a multi-million-dollar new business account.

SBC ADVERTISING-FAHLGREN MORTINE | Senior Copywriter (2005 – Aug 2007)

Developed creative concepts and copy for print ads, web, catalogs, television and radio. Clients included Big Lots, Bed, Bath & Beyond, Bob Evans, HoneyBaked Ham, White Castle, Elmer's and Crazy Glue.

MACY'S NORTHWEST | Lead Fashion Copywriter (July 2002 – Apr 2005)

Wrote product copy, fashion copy and headlines for print ads, catalogs, radio, television, and macys.com. Received an "Excellence in Marketing" award for key role in "Thanks for Sharing" campaign.

LAWLER BALLARD VAN DURAND | Copywriter (June 2002 – April 2003)

Developed creative concepts and wrote copy for clients including Sprint, Smithfield Foods, The Peanut Board, Publix, United Way of Alabama, and Alabama Power.

EDUCATION

Smith College | B.A | Northampton, MA
Creative Circus | Copywriting Degree | Atlanta, GA