

Shannon Elizabeth Murphy | Senior Copywriter

SELECT WORK EXPERIENCE

2015—PRESENT **FreshBooks | Senior Copywriter**

Lead copywriter and creative responsible for idea generation and campaign execution for a wide range of internal clients such as acquisition, brand, SEO, retention, website and product. Working diligently to achieve business goals, I always strive to maintain the highest level of creative innovation while incorporating stakeholder feedback. I also created the company's first strategic copywriting guidelines document.

2014—2015 **Red Lion | Copywriter**

Part of the core creative team responsible for idea generation, campaign execution and new business acquisition for clients such as KitchenAid, Whirlpool, Shangri-La Hotel, Havergal College and more. I wrote for a variety of media including digital, radio, integrated advertising, long copy, video and social media. My work has been recognized internationally by outlets like The One Show and my campaigns generated hundreds of millions of organic impressions.

2013—2014 **Ramp Communications | Copywriter**

Lead copywriter responsible for idea generation, campaign execution and new business acquisition for clients such as SickKids, Kobo, SolarShare, Sutherland-Chan and more. My portfolio of writing responsibilities included digital, integrated advertising, long copy, video and social media.

2009—2013 **The Drake Hotel | Content & Community Specialist, Marketing Coordinator**

Responsible for cultivating strategic, creative campaigns for internal clients such as the Drake General Store, Special Events, Food + Beverage and Cultural Programming (TIFF, NXNW, Toronto Fashion Week, Polaris Prize, etc.). Aside from campaigns, my daily writing portfolio included all press materials, social media, digital, newsletters and public messaging. Founded The Drake Hotel's blog and helped all social platforms grow by over 350% during my tenure.

CONTACT

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ShannonElizabethMurphy.com

EDUCATION

University of Toronto
History & Philosophy

Havergal College
Ontario Scholar

SELECT CLIENTS

KitchenAid, The Drake Hotel, SickKids, Maytag, FreshBooks, CreativeMornings, itravel2000, Drake General Store, Whirlpool, Havergal College, Jenn-Air, Kobo, Tbooth Wireless

ACTIVITIES

2010—PRESENT
Leading to Reading Volunteer |
Toronto Public Library

2009—PRESENT
DJ Bitch Craft | Parts & Labour,
Museum of Contemporary
Canadian Art (MOCA) and more

2017—PRESENT
Learning calligraphy and
modern script writing | Have &
Hold Design

2017—PRESENT
Beginner taxidermist | Divya
Taxidermy