



experience

## SENIOR COPYWRITER

You Are Here • Atlanta • Oct '21 - now

- Write a variety of digital copy for The Coca-Cola Company: microsites, landing pages, emails, social ads, UX, Snap filters, AR experiences, etc.
- Create concepts and write digital and in-store copy for Cricket Wireless sponsorships and product partnerships
- Devise concepts and write ads, video scripts, and radio for Southern Company (Georgia Power, Alabama Power)

## SENIOR WRITER/STRATEGIST

Pitchmaps • Atlanta • Jan '21 - Oct '21

- Conducted stakeholder interviews
- Performed industry and competitive research
- Wrote a range of messaging for B2B clients (e.g. SaaS, medical, staffing), from taglines to marketing copy, sales pitch messaging, messaging pillars, etc.

## ACD / COPYWRITER

PriceWeber • Louisville • Jan '17-Jun '20

- Crafted high-quality, on-strategy copy across a range of media
- Helped create integrated campaign concepts
- Led creative projects from concept to copy to visuals
- Edited video/AfterEffects
- Composed original music/sonic branding
- Oversaw work of junior writers

Clients included: Brown-Forman Beverages (Korbel Champagne, Canadian Mist, Finlandia Vodka, Early Times, Old Forester, Coopers' Craft), The Hershey Company, Brightspring Health Services, Cummins Engine, Hilliard Lyons, The Louisville Zoo

## SENIOR COPYWRITER

WordsFresh • Louisville • May '15-Jan '17

- Wrote all manner of copy, from complex long-form to headlines and tags
- Devised campaigns
- Performed & directed design
- Composed original music
- Mentored junior writers & interns

Clients included: GE Appliances, Little Brownie Bakers (the Girl Scout cookie division of Kellogg's)

## FREELANCE COPYWRITER

Los Angeles • Brooklyn • Louisville • 2011-2015

- Helped launch a new digital bank across integrated channels
- Wrote copy for print, digital, OOH, Pandora, apps, and more
- Developed brand voice standards
- Devised naming

Clients included: Herradura and El Jimador tequilas, Sonoma-Cutrer wines, Republic Bank, Memorybank, Louisville Water Co., Harshaw Trane

## ACADEMIC INSTRUCTOR

Le Cordon Bleu College of Culinary Arts • Los Angeles 2005-2011

- Taught culinary-focused English composition to aspiring chefs

education

## MFA

Creative Writing (Fiction)  
CUNY Brooklyn College

## BA

English (Creative Writing)  
Vanderbilt University

awards

## BRONZE TELLY

for Girl Scout cookies S'mores launch/storybook video  
"Twyla's Cookie Adventure"

## BEVERAGE DYNAMICS AD & PROMOTION AWARDS

about 50 in all for digital content, web copy, POS, promotions, campaigns, outdoor, print, etc.

FWIW

## CLIFTON STRENGTHSFINDER

TALENT THEMES:

Strategic • Ideator • Input •  
Includer • Empathy

## EQ EMOTIONAL INTELLIGENCE

TOP TRAITS:

Empathy • Reality testing

PORTFOLIO: [marclinquist.com](http://marclinquist.com)

[ME & DAVID GUETTA](#) (co-wrote and sang)