

MARY WAGNER

NYC COPYWRITER

CONTACT

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CONNECT WITH ME: [LINKEDIN](#)

PROFILE

If I'm not writing, you may find me either (1) riding the subway with my French Bulldog, (2) shopping for my next taxidermy art piece or (3) scrolling on Instagram, looking for hidden gems like pastry shops or jazz bars. Have any recommendations? Let's talk!

SKILLS

- Scriptwriting + storyboards
- Market research + analytics
- Digital media strategy
- Campaigns, briefs + pitches
- Branding guidelines
- Professional presentations (Microsoft, Keynote, Google Slides)
- Paid and organic social media
- Photography + video

AWARDS

FINANCIAL COMMUNICATIONS

SOCIETY AWARDS, GOLD

AUGUSTA NATIONAL WOMEN'S AMATEUR CAMPAIGN, 2024
BOSTON, MASSACHUSETTS

COMMUNICATION ARTS AWARD

VENMO E-BILL\$ INTEGRATED DIGITAL CAMPAIGN, 2021
MIAMI, FLORIDA

SILVER ADDY

EL PASO COUNTY POLITICAL CAMPAIGN, 2021
COLORADO SPRINGS, COLORADO

GOLD ADDY

SNAPPLE PLAY BOOK, 2017
AMERICAN ADVERTISING AWARDS, ST. LOUIS, MISSOURI

EXPERIENCE

COPYWRITER

DIGITAS, PUBLICIS GROUPE | MAR 2023 - PRESENT

- Wrote, produced, and filmed two different small business campaigns for Lenovo: Small Business Month & holiday.
- Worked with the creative team to produce Bank of America's TV spot featuring real athletes from Augusta National Women's Amateur; lead the social content & deliverables; won FCS awards for our work.
- Concepted, pitched, and won the iRobot business.
- Worked with the internal disability business resource group to bring more accessibility into campaigns and pitches.
- Other clients include: Pop-Tarts, Titleist/Pinnacle, KinderJoy, Jordan's Furniture, Alaska Airlines, Merrill Lynch

COPYWRITER

EDELMAN | FEB 2022 - DEC 2022

- Lead copywriter for Hallmark Channel and Hallmark Movies & Mysteries, producing copy for social channels, sponsorships, and partnerships.
- Developed the framework to highlight underrepresented groups on Google Pixel's Instagram channel, kicking off the #SeenOnPixel campaign. Writing brand voice guidelines, influencer briefs, and IG storyboards.
- Concepted, pitched, and won business for the Google Maps earned media sustainability campaign.
- Other clients included: Coachella, NBA, Google Health, Google Civics, Google Nest Hub, and other Google products.

FREELANCE COPYWRITER + BUSINESS OWNER

BOUDREAU + CO | JULY 2019 - DEC 2024

- Managed social media accounts for several LLC's and B-corps in Colorado Springs, producing organic and paid digital campaigns. Clients are tech, real estate, government, B2B, and B2C.
- Helped send quarterly press releases for the Better Business Bureau and their non-profit organization, Southern Colorado Impact Group.
- Increased a client's engagement, followers, and sales by 30% during the pandemic shutdown in 2020.
- Pro bono work: helped produce an Interactive Digital Campaign for the El Paso County Democratic Party; won Silver Addy.

COMMUNICATIONS MANAGER

BLAKELY + COMPANY | FEB 2018 - DEC 2019

- Established and lead the social media department as well as all PR marketing. Won 10 new businesses in the first year.
- Executed a year-long, state-wide integrated campaign for Man Therapy and increased awareness on veteran suicide.
- Lead writer and editor for business proposals, press releases, scripts, blogs, newsletters, storyboards, social content and email marketing materials.
- Mentored two junior creatives.

EDUCATION

COPYWRITING PORTFOLIO PROGRAM

MIAMI AD SCHOOL
MIAMI, FLORIDA

MASS COMMUNICATION AND ADVERTISING, PUBLIC RELATIONS: CORPORATE COMMUNICATION

LINDENWOOD UNIVERSITY
ST. CHARLES, MISSOURI