



## Summary

copywriter with seven years of experience writing content for cross-channel marketing campaigns, in addition to developing and implementing marketing campaign strategies.

## Contact

mmcoss@gmail.com  
978.490.0835  
Boston, MA  
megcoss.com

## Education

UMass Amherst  
English  
Non-degree

Emerson College  
Writing &  
Publishing  
B.A., May 2007

## Skills

PC / MAC  
MOS (Word, Outlook,  
PowerPoint, Excel)  
WordFly  
Constant Contact  
Photoshop  
InDesign  
TRG  
Tessitura  
Basecamp

## Experience

**Freelance Copywriter, Boston MA, Mar 2018 – current**

**Copywriter / Content Developer**

**West Advertising, Alameda CA, Dec 2016 – Feb 2018**

Wrote copy for TV, radio, Pandora, web, print, email, and social media ad campaigns primarily for clients operating within the automotive industry.

**Assistant Marketing Manager**

**San Francisco Opera, San Francisco CA, Mar 2014 – Dec 2016**

Developed and implemented marketing strategies for renewal, acquisition, and new audience development campaigns; in addition to writing copy for sales letters, brochures, digital and print ads, as well as e-campaigns including e-newsletters, sales emails, feedback surveys, and informative messages.

**Program Coordinator**

**Ruth's Table / Bethany Center, San Francisco CA, Jul 2011 – Mar 2014**

Developed, marketed, and managed over 450 annual art and wellness programs, gallery exhibits, educational lectures, and fundraising dinners; in addition to writing and designing direct mail pieces and all digital collateral, as well as writing annual reports detailing program growth and effectiveness.

## Supplementary

**Copy Editor, *Dead and Loving It* record release, 2017**

**Marketing Strategist, San Francisco Lesbian / Gay Freedom Band holiday campaign, 2016**

**Writer / Performer, San Francisco Overcast Theatre, 2013–2015**

**Grant Recipient, CounterPULSE Día de los Muertos altar installation, 2013**