

# MARISA MARS

(708) 638-3577

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Skilled copywriter with proven experience in marketing, editing, proofreading, digital communication, print and digital publishing, project management, and social media. Dependable, organized, and creative team player with the ability to communicate effectively and efficiently.

## PROFESSIONAL EXPERIENCE

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### Method1, Remote

May 2022 – Present

#### *Copywriter*

- Develop compelling and creative copy for marketing campaigns, websites, video, social media platforms, blogs, digital and print ads, newsletters, and more
- Leverage market trends and data to craft powerful copy for 7+ brands, elevating their standing in the market and increasing consumer engagement
- Participate in creative concepting brainstormers to craft innovative and impactful marketing campaigns that will amplify the brand's voice and shape its long-term goals
- Collaborate with a variety of teams, including clients, client partners, strategy and social media, to ensure all deliverables are on track, on brand, and effective

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### Resort Marketing Guru, Chicago, IL

November 2018 – May 2022

#### *Marketing Manager, Lead Writer/Editor*

- Orchestrated and lead marketing campaigns for clients while maintaining daily communication to ensure the desired message effectively reaches the target audience
- Executed writing, editing, and research for clients' blog posts, social media accounts, website copy, digital and print ads, articles, and email campaigns
- Analyzed website data to improve SEO and design as well as develop suggested strategies to increase audience reach and engagement
- Managed long-term projects and daily tasks by overseeing internal team and external contacts to ensure proper, timely, and accurate completion of client deliverables

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### Millennium Trust Company, Oakbrook, IL

October 2017 – November 2018

#### *Operations Support Associate*

- Created, wrote, and edited a bi-weekly departmental digital newsletter including company updates, recognition for excellent work and team member spotlights
- Managed the email system for the Alternative Operations team by sorting and filing information from thousands of emails per day and responded to clients' questions, providing solutions in a timely manner
- Communicated important information through weekly emails to ensure employees were kept well-informed of company policies, updates, and procedures
- Organized and maintained detailed record of client files and other confidential information through digital sorting and physical filing systems

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## EDUCATION

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### Loyola University Chicago, Chicago, IL

May 2017

*Bachelor of Arts in English | Bachelor of Arts in Film and Digital Media*

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## SKILLS

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Copywriting | Proofreading | Marketing | Brand campaign development | Content management | Editing | Fact checking & researching | WordPress | Search Engine Optimization | Social media management | Content development | Project management | Data analysis | Google Analytics | Google Ads | AP Style | Chicago Manual of Style | Google Suite | Microsoft Office | Adobe Acrobat | Figma

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