

MOIRA LYNCH

Freelance Copywriter | Communication Strategist




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SUMMARY

I'm an experienced, versatile freelance copywriter with a proven track record of crafting persuasive print and digital content for both the B2B and B2C business sectors. By identifying key customer insights and delving deeply into businesses, I design messaging that captures attention, conveys authority and catalyzes action. The key is authenticity — and choosing just the right words to connect to the functional and emotional needs of the audience.

RECENT ACHIEVEMENTS

-  **Brand Launch**
Crafted the brand identity and communication architecture of a groundbreaking MedTech innovation that was granted FDA approval for application in medical implants.
-  **Content & Storytelling**
Developed the brand strategy and persuasive website copy to articulate a marketing agency's unique personality, value and business acumen.
-  **Conversions & Revenue**
Produced a 360-degree performance marketing campaign highlighting medical device consulting services that resulted in a 853% conversion increase and contributed to \$6MM in revenue.

SKILLS

Copywriting, Creative Copywriting, Content Writing, Brand Identity, Advertising Concepts, Websites and Landing Pages, SEO, Keyword Research, Email Marketing, Press Releases, Content Strategy, Brand Development, Digital Marketing, MS Office, Team Collaboration, Editing, Proofreading, Project Management

EXPERIENCE

Freelance Copywriter

Neilson Swiader

New York, NY

- Collaborated on a digital marketing strategy that addressed prospects' pain points and elevated MCRA brand presence in the crowded MedTech marketplace
- Generated copy for an incredibly successful performance marketing campaign which drove conversion for key Regulatory, AI & Imaging, CRO, and Reimbursement services
- Developed messaging strategies and communication targeting healthcare KOLs to promote recognition of and interest in Orthobond, a new nanoscale technology
- Worked with Neilson Swiader founders to develop their agency's unique brand identity and voice
- Crafted persuasive, search-engine optimized website copy appealing to Neilson Swiader's target audience of clients across the consumer, corporate, healthcare, and public affairs sectors

Senior Copywriter

MidFirst Bank

Oklahoma City, OK

- Developed compelling marketing campaigns that increased brand awareness for the largest privately owned bank in the U.S.
- Collaborated with design and marketing teams to create cohesive digital and print copy aligned with brand goals
- Crafted engaging email content that led to a 36% rise in click-through rates, boosting customer engagement
- Implemented SEO best practices in web content, resulting in a 25% increase in organic search traffic
- Produced engaging social media content that increased user interaction and brand awareness
- Facilitated cross-departmental concept meetings to promote strategy alignment and foster innovative brand solutions

Associate Creative Director

IN Connected Marketing

Stamford, CT

- Led creative and conceptual work for national brands including Dr. Pepper/Snapple, Heineken, Schick, Hawaiian Tropic and Newell Rubbermaid
- Worked collaboratively with marketing strategists to produce content aligned with consumer insights and trends
- Executed advertising concepts and campaigns that successfully enhanced brand presence in key markets
- Spearheaded 40+ marketing campaigns in two years
- Boosted brand visibility for key clients by 40% by innovating creative marketing strategies and leveraging digital channels

EDUCATION

English Major / Marketing Minor

Canisius College

Buffalo, NY

MSW Program: Silver School of Social Work

New York University

New York, NY