

Miriam Gray
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P. 913-620-1835
www.miriamgray.com
Creative Director/ Senior Copywriter

Overview:

Miriam Gray is an out-of-the-box thinking, award-winning advertising and marketing executive with over ten years of experience specializing in writing, concept development, and curating content. Passionate about experiences that make others say “wow,” she maintains words are the heart of sales, and social media is an art form. As a story-driven content creator, Miriam’s penchant for translating one person’s knowledge into another person’s discovery has produced content as the holy grail to interactions with users, products, and experiences. Those bursts of brilliance have helped strategize and implement cutting-edge marketing, copy, and branded content campaigns.

Education:

Bachelor’s Degree in Marketing with a Minor in Business Management. Park University 2017.

Startup Tech Venture Certification 2012.

Expertise:

Writer/Copywriter

June 2017- November 2017 *Hillman Grad Network/ Lena Waithe*. Script Coverage

February 2019-Present Gray Matters Inc.
www.miriamgray.com

March 2021- Present *Updown Nightlife, Mobile Application*.
Contract Staff Writer

May 2021-Present *Keira Wesley, Recording Artist*.
Press Releases, Writer.

July 2021- Present *Christian Brothers Roofing LLC*.
Website Copy, Social Media Content.

Deep understanding of the use of brand tone and voice. Can vary writing style to meet needs.
Developed keywords and copy strategy that draws in targeted audiences.
Produced copy and developed campaigns for B2B audiences.
Created and executed strategies to improve SEO rankings.
Demonstrated ability to synthesize complex, abstract information into compelling narratives with a strong appreciation of visual storytelling.

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Long-standing history of delivering copy that meets and exceeds KPI's, brand awareness, and building engaged communities.

Content Producer-

January 2019- January 2020. *Local Pig*.
Content Creation.

January 2019-January 2020. *Pigwich*.
Content Creation.

July 2016-December 2019. NGAGE.
Sr. UX Designer.
User Experience/ User Interface

Curated and created high-performance industry-relevant content.
Executed rapid adoption of popular content across LinkedIn, Instagram, Tiktok, Snapchat, and Facebook.
Conceptualized compelling social campaigns and paid advertising campaigns.
Deep understanding of photography, HTML, Adobe Creative Suite, Lightroom, CSS, teams.
Contributed to the end-to-end design outcomes within a group structure.
Led design processes for wireframes, user flows, visual concepts, interactive prototypes for every stage of the design process.
Demonstrated understanding of the user journey and history of solving client pain points.
Experienced in designing digital products and systems from mobile to desktop.
Strong execution of Figma, Miro, Principle, Keynote.

Media Manager-

2016-2017 *HypeLife Brands*.
Social Media Experience Researcher.

Summer 2015 *MycrofAi*.
Social Media Manager

February 2014- March 2017 *Khorage Magazine*.
Entertainment Editor

September 2011-2012. *NICO YOCH. Recording Artist*
Social Media Manager

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Developed quarterly, social strategy roadmaps.

Scheduled ongoing content calendars, managed social campaigns, and oversaw day-to-day engagement and interactions of branded content through a deep understanding of content publishing tools.

Ownership of content audits, research, and competitive analysis

Developed optimized growth strategies, analyzed data.

Demonstrated ability to identify themes, trends, and opportunities via listening. Effective sharing with internal teams.

Led performance of marketing initiatives, including observations, insights, and recommendations for enhancements to improve overall effectiveness.

Leadership and Sales

November 2017-February 2019 *AT&T*. Lead Marketing Manager.

August 2015-August 2017 *Gordon Biersch*. Group Sales Coordinator & Bartender.

April 2013-February 2015 *Mingle*.

Creative Director.

Led coordination efforts for campaign logistics.

Communicated with teams on various levels, working closely in a highly collaborative manner with all stakeholders.

Led brainstorming, proposal reviews, and the RFP process for newsroom-led initiatives in print and digital offerings.

Sourced and evaluated appropriate partners and relationships for advertising opportunities.

Interfaced with internal teams and external vendors.

Direct reports met or exceeded all quarterly and yearly KPIs.

Selected, Developed, and Managed cross-functional creative teams.

Mastery of the advertising ecosystem, worked with special project teams and various desks platforms to identify ad product opportunities that could be creatively translated into productized opportunities for the advertising department, determined creative way in for partners.

Graphic Design & Editing experience.

References Available.