

Melissa Geraghty

LEAD COPYWRITER

For two decades, I've been thinking (maybe even obsessing) about what people want and the smartest way to get them there. That's what makes working on UX, communication, branding, creative strategy, and content development so fun.

Experience

Apple Marcom, Senior Writer

As a member of the Watch pod, I worked on the Apple website and Apple Store app. I wrote for launch products to make sure that all copy was perfect across several customer touchpoints and ready to go for the big announcement.

CVS, UX Senior Writer

Wrote for the CVS app, CVS website, and Specialty website to bring clear information and guidance. The main purpose was to allow people to complete their interactions as easily as possible for things such as ordering Same-Day Delivery for prescriptions or reordering critical Specialty medications.

Experience

ACD Copywriter, Branding Lead

San Francisco, New York, Boston
Mar 2007 - Present

Freelance

Worked with Apple on Retail, Events, and Recruiting communications including strategy and planning. Also provided ongoing support for product launches including in-store messaging, web, email, and app pilot programs.

While on the Fidelity Investments, Personal Investing team I wrote video scripts, DM emails and print pieces.

Wrote for LivePerson, the AI company that makes digital experiences feel more human for thousands of brands around the world.

Helped FirstFuel, an energy efficiency software company, rework their website to provide clear, concise copy to their clients.

Created and developed intriguing new content for Target.com where I worked to bring fashion to life online through runway videos, documentaries, and live events.

Worked on brand strategy for Isis Parenting, then used that to craft new web copy.

Project leader and writer for Betterment.com redesign.

Wrote for Bank of America, Merrill Lynch, Oil of Olay, and Tide for Digitas.

Developed and wrote Puma blog posts.

Wrote product copy for environmentally friendly paper line New Leaf Paper.

Created iTunes Store copy and product copy for the iPhone App, JobCoach.

As project leader and web content writer, I opened channels for user-generated content for a wide variety of websites including Kashi.com on behalf of The Barbarian Group; Meraki.net and Sf.Meraki.net for Meraki Networks; Animas Insulin Pumps for Johnson & Johnson; and more.

Lead Copywriter

Boston
Oct 2011 - Dec 2012

EF Education First

As the Lead Copywriter, elevated U.S. brands through creative strategy, gaining a better understanding of the customers and developing stronger voices for three products. Managed a group of writers to strengthen all areas of the brand through video, print and online marketing. Focused on creating an entirely new website/customer experience for mobile, where I worked closely with the UX designers to solve for the smartest user flow.

Senior Copywriter

Cupertino, CA
Jan 2005 - Mar 2007

Apple Inc.

Senior Writer in the Graphic Design group. Developed work in every arena including the launch of the original iPhone, iPod, Mac, and integral work for the Education group. Wrote for online, retail, package copy and more. Worked closely with both graphic designers and producers to develop creative that would make the very tough client — Steve Jobs — happy. Worked under tight timelines and thrived under the pressure.

Copywriter

Boston, MA
Jun 2002 - Jul 2004

Hill Holliday

Copywriter for clients such as Fleet Bank, CVS, Dell, and Cognos.

Freelance Copywriter

Boston, MA
Dec 2001 - Jun 2002

Upromise

Copywriter for web, direct mail, and wrote some print for this online college savings program.

Education

The Ad Club

Boston

Copywriting and Advertising courses

Copywriting

Atlanta, GA

The Portfolio Center

Master of Arts in Teaching

Boston, MA

Simmons College

Foreign Language Studies

Norway

University of Oslo

Bachelor of Communications

Tacoma, WA

Pacific Lutheran University

Awards

Gold Addy Award 2007

Gold and Silver W3 Awards 2006

Silver Belt Buckle, Chilifest 2005

Silver Addy Award 2001

Enrichment

When I'm not at work I enjoy:

Baking, hiking, and any type of puzzle or word game.

Specialties

Things I enjoy at work besides writing copy:

Thinking about UX and creating smart solutions. Smart co-workers.
