

John Munnoch | Copywriter

Key Skills

Copywriting, content writing, campaign concepting, seo content, social, UX/mobile

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Experience

Cardinal Health 2020

Lead Copywriter & Copy Editor III

Serving 30 business units on the creative services team of a leading fortune 500 company. Digital collateral, emails, display ads, social ads, landing pages, etc.

Living Abroad 2018—2019

Traveler

As part of a life goal, I lived in Budapest, Hungary and Phnom Penh, Cambodia.

Healthgrades 2016—2018

Mid-Level Copywriter

Multichannel campaigns for Healthcare Systems of America (HCA), Dignity Health, Centura Health, University of Miami Health System, MedStar Health, etc.

Aquent Studios & Self-Employed 2014—2016

Digital Copywriter

Clients: Cox Enterprises, Allegion, AdventHealth and Mazor Robotics

AdventHealth 2011—2014

Web Content Manager & Copywriter

Website content for 150 physician specialist websites on Drupal, corresponding landing pages and direct mail.

AREA203 Digital 2010—2011

SEO Editor & Digital Copywriter

SEO web content via Wordpress CMS, sales proposals for prospective clients and recommendations to improve website designs for UX purposes.

AdventHealth 2009—2010

Contract Copywriter

Web content promoting the Walt Disney Pavilion at Florida Hospital for Children, corresponding print ads and direct mail for pediatric specialist practices.

Logic Marketing 2007—2009

Junior Copywriter

Digital content and campaigns for a \$500 million online finance conglomerate, including email optimization (a-b testing), landing pages, Sirius satellite radio ads, display ads and mobile campaigns.

Programs & Education

Programs

Microsoft Word, Google Docs, Google Suite, Adobe Acrobat, Mac OS, Microsoft OS, Wordpress, Drupal, Outlook, WorkFront, Slack, Zoho, Basecamp, Smartsheet, Asana, Infowit, Workamajig, Skype, Gather Content, B2C, B2B

Education

Bachelor of Science, Mass Communication, Emphasis in Advertising
Southern Adventist University, Collegedale, Tennessee

Professional Recommendations

If you're looking for someone who can hit the ground running and seamlessly fit in with your team, he's your guy.

- *Lawri Williamson, Sr Writer, Blue Cross Blue Shield of Arizona*

John's creativity would be a welcome addition to any conceptual task. He is a great teammate who is enthusiastic about taking the lead on campaigns or playing a supporting role while working in tandem with other creative staff members.

- *Steve Gasser, Sr Copywriter, Healthgrades*

I was continually impressed with John's ability to juggle an endless list of high priority tasks and develop high quality editorial content.

- *Warren Rasquinha, Executive Director, Digital Health at AdventHealth*

His creative direction and quality of work blew me away. John was very professional in his work and was always willing to work through a concept until the vision was met.

- *Kenny Morgan, Founder, Counsel Creative*

John is a talented and dedicated, go-to writer for content projects and a valuable resource for creative brainstorm for multichannel marketing campaigns.

- *Brooke Barney, Director of Marketing & Strategy, Thyssen*