



# EMILEE MOREHOUSE

MARKETING + COPYWRITING EXPERT

## CONTACT



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## EDUCATION

Bachelor of Arts Degree

Major: Journalism

Minor: Clothing & Textile Design

Magna Cum Laude

Seattle Pacific University

2008-2010

## EXPERTISE

Marketing Strategy + Campaigns

Copywriting Specialist

Social Media Expert (15K+ X, 36K+

TikTok, 42K + Instagram, 8K+

Facebook)

Management Experience

Community Engagement

Event Management

SEO Optimization

French- DELF level B2 Intermediate

Sales Certification- Express University

## PROFESSIONAL PROFILE

Strategic marketing expert with 13+ years of progressive experience in copywriting, creative branding and management. With 10+ years of experience in the gaming industry, adept at thriving within evolving and dynamic environments. Proficient in crafting engaging campaigns and creating innovative marketing approaches. Highly social-media savvy with 100K+ followers spanning 4 platforms.

## EXPERIENCE

DIGITAL MARKETING COPYWRITER | WIZARDS OF THE COAST

October 2020- March 2025

- Proficiently craft and direct public-facing copy for campaigns, web pages, and emails ensuring a cohesive and intriguing narrative across all expressions that resonate with target audience.
- Developed and assessed comprehensive copy and messaging guides that served as inspirational resources for others in creating impactful assets with proven efficacy.
- Interpreted and tailored new products and customer insights.
- Facilitated innovative marketing approaches.
- Recognized and advocated for creative opportunities essential in fostering new and impactful concepts.
- Collaborated to unearth the distinct qualities that distinguished the Magic: The Gathering brand within the marketplace.
- Effectively engaged diverse, multigenerational fandoms with out-of-the-box thinking.

COMMUNITY MANAGER | WIZARDS OF THE COAST

February 2020- October 2020

- Set, planned, and assisted in implementing social media and communication campaigns and strategies.
- Helped to compile engaging text, image, and video content for MTG Arena social media accounts across various platforms.
- Monitored, tracked, and reported on feedback and online reviews to the broader team and to the community engagement team.
- Assisted with the organization and management of events that boosted brand awareness.
- Coordinated with Marketing, PR, and Communications teams.
- Stayed up-to-date with digital technology trends and developed community engagement posts for social media channels
- Promoted to FTE due to proven results and quality deliverables.



## TECHNICAL

Microsoft Office Suite

Windows & iOS platforms

Photoshop

Asana

Smartsheet

Confluence

Slack

Wordpress

Tumblr

Squarespace

Blogger

## VOLUNTEER

Community Event Coordinator  
*Discord Cosplay Events*

Book Club Coordinator  
*Fable*

Live Painter + Event Worker  
*Fremont Abbey Arts Center*

SheProp Cosplay Community Editor

Cosplay Marketing Moderator  
*Ginny Di Brand*

## EXPERIENCE (Continued)

### SOCIAL MEDIA MANAGER | MICROSOFT XBOX

July 2018- July 2019

- Four-time Addy Award Recipient (GOLD for Data Driven Media, GOLD for Tools & Utilities, GOLD for Direct Mail 3-D Mixed Campaign, SILVER for Outline/Interactive Campaign).
- Co-lead social media marketing for the global Xbox Brand (X, Facebook, and YouTube).
- Managed indie game titles, writing, and concepting social media post, as well as tracking effectiveness of campaigns for global social channels.
- Lead manager for Xbox Spotify channel, creating playlists and collaborating with influencers.
- Campaign manager for 2018 Xbox Year in Review, which drove 35M impressions.

### LEAD SOCIAL MEDIA COPYWRITER | ACER PREDATOR GAMING

October 2017- June 2018

- Copywrote for social media accounts and promotions.
- Developed and executed social media and copy needs across global presence for Acer laptops and gaming equipment, including social media management, community management, brand guides, product descriptions, banner ads, campaign concept, client presentation, video scripts, and brand and product guides.
- Collaborated with creative team, video team, and brand strategies to develop campaigns, measure impact, and use social to drive sales.

### MARKETING MANAGER | SIMPLEKEEP ACCOUNTING

November 2015- December 2017

- Manager in charge of creating marketing materials, advertising, and long-form blog posts.
- Daily management of social media channels (Twitter, Facebook, Instagram, LinkedIn).
- Continued brand management of email, social, and blog content featuring relevant topics for B2B sales campaigns and marketing.
- On and off-site SEO optimization: Ensuring website pages, titles, tags, content, and overall structure are optimized with target keywords.
- Managed email campaigns, webpage, advertising, SEO, IRS, and client email exchanges.
- Wrote weekly blog posts, case studies, small business guides, and promotional materials.

### MANAGING EDITOR | THE EXPLORESS

October 2013- December 2016

- Wrote and edited for travel website.
- Managed a team of 10 photographers and writers who submitted to our publication on a monthly and bi-monthly basis.
- Managed social media accounts and created community engagement posts to a consistently growing audience.
- Developed, edited and posted weekly articles.
- Managed copywriting and publication to outside websites and sources within the travel industry.
- Effectively recruited writers and photographers while partnering with other companies internationally to manage talent needs.