

MALIK GAY

(516) 710-6433 | Malikgay93@gmail.com

Patchogue, New York

Portfolio: Malikgaycopywriter.com

HIGHLIGHTS OF QUALIFICATIONS

- Strong communication and presentation skills; able to connect with a wide range of personalities.
 - Experienced in both group and individual work settings.
 - Maintains a positive attitude when approaching projects and works to inspire and motivate others.
 - Proficient in Microsoft Office as well as various project management and content management platforms.
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WORK EXPERIENCE

Freelance Copywriter

Remote

Popular Bank

July 2023 – Present

- Write copy across campaigns and touchpoints for Popular Bank’s website, emails, and other marketing materials.
- Work alongside graphic designers to develop ads for digital and print.
- Develop messaging strategies that align with Popular Bank’s brand guidelines and tone while adhering to legal feedback for compliance.

Creative Copywriter

Remote

AvidXchange

August 2021– October 2023

- Wrote copy in support of AvidXchange’s ad campaign including radio spots, landing pages, paid search ads, and video scripts with the goal of generating 50 million impressions that will assist in establishing brand awareness and driving lead generation.
- Contributed to writing marketing materials that supported several product launches including AvidXchange integrations with Blackbaud, Sage Intacct, Sage 100, and Acumatica.
- Collaborated with cross-functional teams to coordinate events on AvidXchange’s behalf including leadership conferences, town halls, and trade shows.
- Proofread all marketing materials prepared by AvidXchange’s Brand, Marketing, and Communications team before release.
- Oversaw the development and update of content on the leadership page of AvidXchange.com including writing bios for the senior leadership and executives, while also coordinating with external photographers to facilitate professional headshots.

Copywriter

New York, NY

Capgemini, Financial Services

November 2017 – August 2021

- Created and managed content across various JPMorgan Chase-partnered credit card websites including Marriott Bonvoy™, Southwest Airlines, and British Airways.
- Developed regularly updated content for Marriott Bonvoy™ and The Ritz-Carlton Chase-sponsored events including landing pages, event itineraries, release and confirmation emails, as well as quarterly newsletters.
- Managed metadata including alt-tags, keywords, and meta-descriptions for Chase-partnered credit card landing pages to enhance SEO rankings.
- Assisted with the creation of presentation decks for prospective clients.
- Worked closely with UX (user experience) developers, art directors, project managers, and web developers to ensure the timely arrival of client deliverables.

Copywriter/ Content Creator

Garden City, NY

Target Points, Inc.

February 2016 – November 2017

- Developed creative ideas and concepts, often in partnership with the graphic designer and animation specialist.
 - Revisited and redeveloped campaigns in response to feedback from the project manager and clients.
 - Generated digital content for videos, articles, press releases, blog posts, websites, and social media, in addition to writing copy for print media like brochures and flyers.
 - Set up and maintained relevant social media accounts for clients including Facebook, Twitter, LinkedIn, and Google+.
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RECOGNITION & OTHER WORK

Board Member

MacArthur Business Alliance

Youth Taskforce Director

Christopher A. Coluccio Foundation

2022 American Inhouse Design Award

- FastPay Digital Campaign

Graphic Design USA

2022 Honorable Mention

- For the short story “Across the County Line”

Writers of the Future Contest

EDUCATION

Johnson & Wales University

B.S. Marketing, Concentration in Marketing Communications

Providence, RI

May 2015