



# MORGAN KATZ

WRITER & EDITOR


## CONTACT

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## EDUCATION

BACHELOR II JOURNALISM  
University of Texas at Austin II 2013-2017

## SKILLS

- WordPress
- AP Style
- Copy-editing
- Social Media Management
- Hootsuite
- Google Analytics
- Project Management
- MailChimp
- BeePro
- Retention Science
- Research
- Interviewing
- Photography/Food Photography
- Adobe Premiere Pro
- Adobe Photoshop
- Adobe InDesign
- Video Production

## PROFESSIONAL EXPERIENCE

### COPYWRITER

Gourmia II Brooklyn, NY II September 2018 – Present

- Research, write, and edit recipes for recipe books included with products.
- Craft creative marketing campaigns and content for box copy, user manuals, and product catalogs for countertop kitchen appliances.
- Review and finalize projects for release.
- Write Amazon product pages using SEO best practices to help drive high search results and sales.
- Assist writing informative scripts for product “How-To” videos and model products in videos.

### EDITOR

Wine Awesomeness II New York, NY II December 2017 – May 2018

- Managed creation cycle of editorial content for a physical magazine reaching more than 3,000 readers each month.
- Maintained partner relations with publishers, sommeliers, chefs, and restaurants for monthly collaborations.
- Coordinated team of 10+ editorial contributors to ensure budget requirements and deadlines were met.
- Increased daily blog engagement by researching, building, and testing new content regularly. Published 35+ pieces on WordPress per month.
- Used BeePro and Retention Science to create and optimize email newsletters reaching our 1M+ readers.
- Developed and implemented project management materials for creative team to follow to streamline magazine publishing process.

### SOCIAL MEDIA EDITOR

Wine Awesomeness II New York, NY II August 2017 – December 2017

- Used compelling content and strategy to grow Instagram audience by 30k followers.
- Generated, edited, published, and shared daily content that built meaningful connections and encouraged audience engagement across multiple platforms using Hootsuite.
- Increased engagement on social media sites by implementing and testing new marketing strategies.
- Ran paid social media campaigns on Facebook and Instagram to drive sales.
- Analyzed social media data using Google Analytics.

### EDITORIAL ASSISTANT

Wine Awesomeness II New York, NY II June 2017 – August 2017

- Researched high-performing content on blog to create at least one new post a week that engaged readers and increased blog traffic.
- Wrote one piece for print magazine per month.
- Copy-edited and built out contributor content on WordPress.
- Scheduled daily social media posts across multiple platforms.
- Copy-edited final draft of magazine for print.

### STAFF WRITER

Spoon University II Austin, TX II December 2013 – September 2016

- Wrote 20+ articles on national food news for college students.
- Researched Austin food scene to identify emerging restaurants and food trends.
- Reviewed local Austin restaurants.