

Marc Mooney

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Profile

Creative and versatile. Experienced in TV and digital scriptwriting, blogs, social media, executive speeches and brochures.

Background in advertising, marketing, news and entertainment.

Experience

Iris Atlanta Atlanta, 2021-present

Wrote email campaigns for Barclays US credit card partners including JetBlue, American Airlines, and Priceline.

Wrote social media for Barclays US, Shell Gas Stations, and Vredestein.

Wrote blogs and digital ads for IHG Army Hotels.

SnapModern Atlanta, 2020-present

Writer for SnapModern's boutique line of greeting cards.

Women Who Code Atlanta, 2016-2018

Wrote social media posts and edited blogs.

Produced branded video content in partnership with Octavia Spencer from "Hidden Figures."

Grew social media reach by more than 200% in two years.

Weather Channel Digital Atlanta, 2015-2017

Wrote scripts for weather, science, nature and lifestyle videos for "The Lift," America's first app-only morning show.

United Way Atlanta, 2015

Wrote and edited key messaging content for fundraising campaign including brochures and a video script.

Striking Marketing Atlanta, 2013-present

Created branded content for Coke Zero, Cartoon Network and Kaiser Permanente.

Content included scripts for Andy Richter during the Men's Final Four, speeches for Kaiser executives and videos for Cartoon Network's anti-bullying campaign.

“In Session” on truTV Atlanta, 2009-2013

Senior Writer for live, six-hour programming block covering true crime.
Wrote anchor copy, headlines, teaser scripts and pre-recorded segments.

Village Theatre Atlanta, 2008-present

Wrote promo copy for radio spots airing on WABE.
Produced promo videos for social media.

Turner Sports Atlanta, 2006-2013

Produced videos for the Atlanta Hawks digital marketing team.
Wrote “Beer Kiss Cam,” a viral video that was featured on Buzzfeed and NBC’s “Today.”

Education

Milligan University B.A. in English and Communications

Skills

Office for Mac, proofreading, video editing, AP Style Guide, creative collaboration,
writing in different voices, converting complex information into conversational copy

Contact

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