

ELIZABETH MORSE

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PROFILE SUMMARY

Experienced content creator and content manager, focusing on data-based input and creative execution. Process-, detail- and results-oriented strategic thinker. Relationship builder with the ability to make genuine internal and external connections, fostering collaboration.

WORK EXPERIENCE

The Hanover Insurance Group | 2018 - Present

Marketing Communications Manager and Web Product Owner

- Manage team of content strategists and editors, collaborating with marketing managers, graphic designers, video, social, and marketing automation teams to create and execute impactful, results-driven marketing campaigns
- Member of ESG council group, partnering with senior leadership across the organization to define ESG strategy and promote environmental, social and governance principles to key stakeholders, including investors and employees
- Created impactful Michigan auto reform content and communications to support partner agents and policyholders through historic legislation
- Managed content migration, redesign and launch of new website on a Drupal content management system platform
- Manage website improvements and iterations in an agile framework, working alongside digital team and developers
- Subject matter expert for on-page SEO, web content accessibility guidelines, ADA compliance, voice search
- Create content for websites, systems and portals with a user experience lens
- Oversee and guide all B2B and B2C communications, including email, newsletters, video, social, web, print and digital ads, direct mail and texting, white papers and print brochures
- Write customer-centric content across lines of business for personal lines, commercial lines and specialty

EDUCATION

Iona University

B.A. in English

Honors Program
Presidential Scholar

Thesis: News with a Twist: Satire in Saturday Night Live, The Daily Show, and The Onion

SKILLS

Agile methodologies, B2B and B2C content, SEO, analytics-driven content, user testing, ADA and web content accessibility guidelines

Tools and applications: Drupal, Wordpress, Salesforce Marketing Cloud, Google Analytics, Google Tag Manager, GroupBy, Wix, Figma, IBM Management Center, Moz, SEMRush

PORTFOLIO

lizmorsecopywriting.com

ADDITIONAL WORK EXPERIENCE

The Hanover Insurance Group

Marketing Communications Editor

- Created content with multi-channel versatility while aligning brand and tone
- Crafted and refined content for agent, policyholders, employees and investors in support of marketing tactics and campaigns
- Developed marketing content that is on-brand, consistent in terms of style, quality and tone of voice, and represents best practices in grammar, messaging, writing, and style for B2B and B2C audiences
- Researched creative and innovative approaches to content writing
- Developed benefit-focused messaging that told the Hanover story while translating complex, technical information from subject matter experts

BJ's Wholesale Club | 2015 - 2018

Senior E-Commerce Copywriter

- Managed digital copywriters and trained the writing team in content style, processes, and tools
- Managed taxonomy, filtering and onsite search experience for BJs.com
- Wrote creative copy for emails, banners, social media, BJ's blog, advertisements, and other digital projects
- Coordinated with copywriters, merchandising and other contributors to the website to ensure consistency in style, tone, and quality
- Researched competitor websites and kept up-to-date on industry best practices

E-Commerce Copywriter

- Created and maintained all product copy style guides to ensure consistency across the website
- Created clear and persuasive copy for new and existing products on BJS.com
- Wrote and maintained product titles, descriptions, and attributes based on style guidelines
- Worked with merchandising, product teams, and third-party content providers to strategically position products for optimal discovery and cross-sells
- Researched product attributes and competitive/customer information to clearly communicate consumer benefits

E-Commerce Content Intern

INTERESTS AND COMMUNITY ENGAGEMENT

- Annual United Way Day of Caring Volunteer - Worcester, MA
- Sgt. Brian St. Germain Foundation Volunteer - West Warwick, RI
- Out of the Darkness Walk Fundraiser - NY and CT
- Water sports enthusiast: rowing, swimming, paddleboarding, kayaking, boating