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Profile Summary

Highly effective writer, author, conceator, presenter, mentor, and creative thinker with experience working on award-winning, breakthrough creative for consumer brands and lifestyle accounts, from start-up companies to Fortune 10 organizations. Proven track record of effectively mentoring and managing teams; generating copy & concepts and problem-solving quickly; collaborating across disciplines; and being fun to work with while giving constructive, strategic and actionable feedback. Has written books that have been published by Simon & Schuster--three times!

Professional Skills

- Writing & editing
- Brainstorm facilitation
- Presentations & storytelling
- Mentoring
- Graphic design
- Strategic thinking
- Digital marketing
- Social media
- Branding
- Microsoft Office
- Keynote
- Canva

Education

Fairfield University 2012-2014
 Master of Fine Arts, Creative Writing, 4.0 GPA

University of Connecticut 2000-2004
 Bachelor of Arts, English Literature, Concentration in Creative Writing, Cum Laude

Work Experience

EVERNORTH HEALTH SERVICES/THE CIGNA GROUP JULY 2020-DECEMBER 2023
Associate Creative Director, Copy, Branding, Internal Agency

Applied skills as a master copywriter and storyteller to deliver flawless execution across all traditional and digital media channels, with an ability to write for B2B and B2C audiences as well as HCP (health care providers) and patients.

- Partnered with the Creative Director to translate rational business strategies into highly effective creative strategies and insight-driven concepts.
- Represented the internal agency as a client-facing member and inspire peers and executives alike with charismatic and persuasive presentation of ideas.
- Fostered an environment of collaboration, partnering with a wide range of disciplines to deliver great work.
- Acted as a steward of The Cigna Group brand by maintaining consistency of voice and visual identity across all experiences.
- Served as gatekeeper for quality control of creative, partnering with account and project management teams to ensure creative is on brief, on time and on budget.

MARIA SOFIA MARMANIDES, LLC FEBRUARY 2019-PRESENT
Chief Creative Officer, Writer, Author, Designer, Content Creator + Strategist + Editor

Author of three published works from Simon & Schuster, including an Amazon top-seller in the journal writing and spiritual categories and an oracle deck.

- Writer of bimonthly horoscope columns for Woman & Home magazine including SEO-informed keywords.
- Content creator, content strategist, and content editor of social media page @MariaSofia_Astro.
- **Contractor services including** managing copy and concept development for Subway Restaurant's eCRM campaigns, including email marketing, social media, content audits, website development; Conair beauty marketing materials, and digital and social ads for pharmaceutical brands.

IN CONNECTED MARKETING APRIL 2013-JANUARY 2019
Associate Creative Director, Copy + Concept Director

Developed, managed, and executed shopper, experiential, and digital campaigns with multi-touchpoint activation concepts and marketing tactics, while collaborating with strategy and account management, and presenting work to external clients.

- Mentored and managed 6 direct reports and freelance contractors, including writers & designers.
- Partnered regularly with account and project management colleagues to shape scopes of work, build pragmatic schedules and prioritize resources and attention.
- **Accounts include** Heineken USA, Dr Pepper, Edgewell Personal Care, Bacardi USA, Deutsch Family Wine & Spirits.

CATAPULT MARKETING JANUARY 2008-AUGUST 2012
Senior Copywriter + Conceator

Wrote copy & concepts for presentations, pitches, print, packaging, video scripts, radio spots, video, social media posts and captions, digital banner ads, and more marketing materials

- Help lead new business development (from concept ideation, creative execution and to client onboarding)
- **Accounts include:** Subway, Kellogg's, Dannon, Reckitt Benckiser, Kraft)

Additional Experience

- **Volunteer for Cheshire Public Library:** book sale organization/set-up, social media marketing
- **Volunteer for Westport Public Library:** book sale organization/set-up
- **Writer and columnist** of astrology reports and horoscopes for *Well+Good, Woman&Home* magazine
- **Published author and deck creator** for Simon & Schuster