

Liz Magee

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CREATIVE LEADERSHIP & COPYWRITING EXPERIENCE

We're Not Really Strangers — *Creative Lead, Lifecycle & Special Projects / Copywriter*

December 2023 - PRESENT

Liz's creative fingerprints are everywhere that this iconic brand shows up: the cards, the captions, the campaigns, and the CTAs.

She oversees and develops copy that grabs attention and resonates for WNRS' original products, merch, special projects, brand partnerships, and social accounts (with over 5M followers). Facilitates the creative direction of the brand's wholesale presence, website, and the beloved email newsletter (that is received by 650,000+ subscribers).

Somethings — *Content Writer (Contract)*

July 2025 - PRESENT

Brainstorms and crafts original scripts for their TikTok and Instagram, including the channel's viral *Teen Survival Guides* series. Collaborates on data-informed social strategy and writes high-performing paid social copy.

Upwork/ Toptal— *Freelance Copywriter/ Creative Writer*

January 2016 - June 2025

Tasks included ad copy, script editing and revision, YouTube script writing, blogging, greeting card writing, and crafting copy for table top games.

TV WRITING EXPERIENCE

Pitched storylines, sketches, segments, characters, and concepts that were in line with the projects' voice and tone. Wrote and revised scripts varying from brief sketches and segments to full sit-com episodes.

Disney - The Mickey Mouse Club (PILOT) — *Staff Writer*

MAY 2024 - JUNE 2024

Nickelodeon - All That (SN 11) + Warped! (SN 1) + The All-Star Nickmas Spectacular (SPECIAL) — *Staff Writer*

MARCH 2019 - NOVEMBER 2021

SKILLS

creative problem solving

effective presentation +
pitching

digital marketing

collaborative leadership

engaging copy that converts

emotionally impactful
messaging

Klaviyo

over 10 years experience
writing and performing
comedy

NOTABLE GIGS, CLIENTS, & COLLABORATIONS

The Jim Henson Company,
NBC, Reductress, Dream
Games, The LA Times, Time
Out LA, The University of
Tulsa, Very Special Games

EDUCATION

Marymount Manhattan College - *BA in Theatre Arts*

*with concentrations in Performance
and Writing For The Stage*