

Marisa Moore

North Carolina (Remote) | www.linkedin.com/in/marisarmore

My Portfolio: www.marisamoorewrites.com

Detail-oriented professional writer with an MA in English and a certification in Professional Writing. Experienced in creating clear, user-centered documentation, reference guides, and web content that improve usability. Skilled at collaborating with designers, web developers, and marketing teams to craft microcopy, plan user flows, and provide accessible resources that align with client and user needs.

Work Experience

Digital Marketing Director

BizCo Studio, Wilmington, NC | July 2023 – December 2025

- Produce user guides for clients to aid with making edits and updates to their websites.
- Collaborate with the web development team by providing website outlines and UI text that improve user flow.
- Craft website copy for 10+ new websites; organize and revise pre-existing content to meet client goals, improve readability, and improve user flow; wrote new webpages as needed in alignment with unique brand voices.
- Develop internal reference guides outlining key processes and resources.
- Direct the team in copy and content strategy for 30+ clients across diverse industries, ensuring consistency, clarity, and accuracy.
- Produce content writing for websites, newsletters, blogs, social media posts, flyers, graphic designs (Canva), SEO, and user resource documents.

Digital Content Coordinator

BizCo Studio, Wilmington, NC | May 2022 – July 2023

- Assisted the Digital Marketing Director in developing digital marketing materials for over 30 clients in a wide variety of industries and niches.
- Developed content writing for websites, newsletters, blogs, social media posts, flyers, graphic designs (Canva), and user resource documents with attention to clarity, SEO, and brand messaging.
- Performed preliminary interviews and assisted in training 4 new hires in making use of internal programs and implementing procedures.

Technical Writing Student Employee/Intern

Randall Library, UNCW | August 2020 – May 2021

- Rewrote descriptions and titles of digital resources, optimizing for clarity, brevity, and searchability.
- Updated the library's digital database with new descriptions, titles, and/or links.
- Communicated directly with subject librarians to develop accurate and accessible descriptions for complex resources.

Graduate Teaching Assistant

Computer Science Department, University of North Carolina Wilmington | August 2021 – May 2022

- Aided professors in class discussions relevant to writing and researching ethics in technology position papers.
- Tutored students in researching and writing argumentative papers in structured writing formats (MLA/IEEE), emphasizing clarity, consistency, and adherence to style guidelines.
- Occasionally led class discussion on developing arguments and research using the library website.

Brand Liaison/Intern

BizCo Studio, Wilmington, NC | May 2021 – May 2022

- Coordinated a monthly content calendar, prepared performance reports, and wrote copy for social media posts and newsletters for an assigned client.
- Researched and wrote blogs for BizCo Studio's website.
- Proofread and performed SEO for blogs for multiple clients.

Education

- **Master of Arts in English | May 2022**
University of North Carolina Wilmington
- **Bachelor of Arts in English, Literary Studies | May 2021**
University of North Carolina Wilmington

Skills

- **Writing & Editing:** Technical Writing, UX Writing, Content Writing, Content Design, Proofreading, Professional Writing
- **Technical Writing & Documentation:** User Guides, Resource Documents, Process Documentation, and Style Guide Adherence
- **UX Writing:** Web Content Strategy for User Journeys, Microcopy (buttons, forms, navigation menus)
- **Tools & Platforms:** CMS (WordPress, Shopify, Squarespace, Duda), Canva, Mailchimp, Zoho, ClickUp
- **Collaboration & Leadership:** Cross-Functional Collaboration, Client Relations, Team Training, Project Management

Certifications

- Professional Writing (University of North Carolina Wilmington)
- Verified Power User (ClickUp)