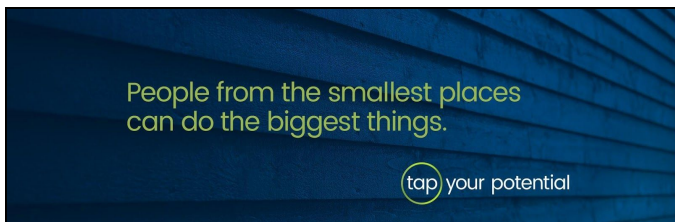


MEAGAN CAMPBELL ♦ AWARD-WINNING COPYWRITER

INTERNATIONALLY-AWARDED WORK

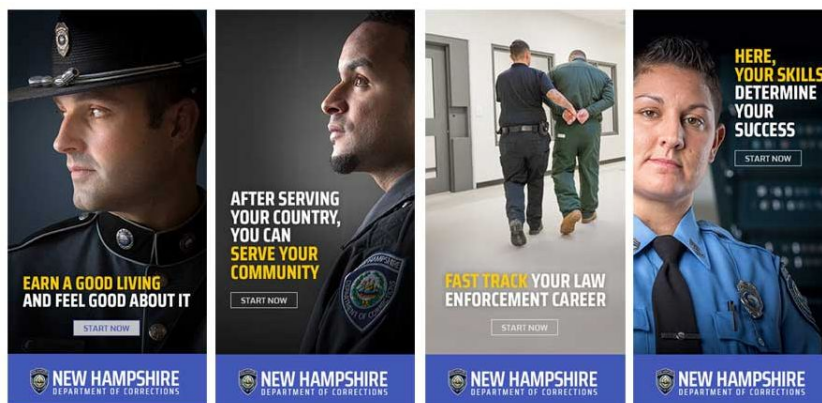
TAP YOUR POTENTIAL Campaign for FORTIS INC.

- ♦ Winner of two International Association of Business Communicators (IABC) 2018 Gold Quill Awards:
 - ♦ [Award of Excellence in Marketing, Advertising & Brand Communication](#)
 - ♦ [Award of Merit in Corporate Social Responsibility](#)
- ♦ Copywriter and key creative team member from initial conception through several stages of development including asset planning and production, campaign launch, and post-launch social media support
- ♦ Contributed to: website design and development; planning and producing 100+ video clips (average length <3 minutes); digital, social media, and [TV advertisements](#); scripting and creative direction for [campaign launch video](#); print and digital campaign and launch collateral (eg: web graphics, pop-up banners); post-launch organic social media posts (3/week year-round)



TAKE CONTROL OF YOUR LIFE Campaign for NEW HAMPSHIRE DEPT. OF CORRECTIONS

- ♦ Winner of Association of Marketing & Communications Professionals (AMCP) Hermes Creative Award:
 - ♦ [2019 Gold Award \(Electronic, Social, & Interactive Media - Video - Recruitment\)](#)
- ♦ Copywriter and key creative team member from initial conception through to campaign launch



- ♦ Contributed to: website design and development; writing, editing, and proofreading all web content; planning and producing 12+ [testimonial-style video clips](#) (average length 20-60 seconds) including interview question writing; copywriting for digital and social media advertisements; scripting and creative direction for [campaign video](#) and several condensed pre-roll variations.

REGIONALLY-AWARDED WORK (ATLANTIC CANADA)

See Maike's inspiring story.



[MAIKE'S STORY](#) – DIGITAL VIDEO OVER 2 MIN. ([TEACHERS CHANGE LIVES EVERY DAY](#) Campaign) for NEWFOUNDLAND AND LABRADOR TEACHERS' ASSOCIATION

- ◆ Winner of 2018 ICE (Innovation, Creativity, and Enterprise) Award:
 - ◆ [Merit Award \(Digital Long-Form Single Asset\)](#)
- ◆ Copywriter and key creative team member for Teachers Changes Lives Every Day campaign, phase two (including [Maike's story](#))
- ◆ Contributed to: campaign strategy, creative direction, and concept development; background and casting research for four new feature stories; video planning, production, and post-production; digital, print, and social media advertisements and assets; website and social media account management support; regular client meetings and correspondence

OTHER HIGHLIGHTS

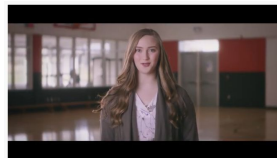
- ◆ [Animated Infographic Video](#) and various digital & print assets for Plymouth State University



- ◆ A Rare Find External-Facing Brand, [Website](#), & Digital Campaign for Government of Newfoundland and Labrador (Executive Council)



- ◆ Invest in Our Kids [Website](#), [Digital Campaign](#), and [Video Production](#) for Newfoundland and Labrador Teachers' Association



See more about me & my work:

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meagcam.ca