# MICHAEL CONOUR

## About

Telling stories gets me up in the morning. It also keeps me up at night. And drives me to drink too much coffee. Point is, I live to tell stories. Whether it's a print ad, TV spot, email, or whatever. Lately, I've been focused on 360 campaigns as an Advertising Creative, which includes concepting, writing, and designing.

## Experience

**Ad Creative**
**Choice Hotels International, Remote**
**Apr 2022 - Dec 2025**

Concepted and executed award-winning 360 brand/partner campaigns across print, email, and digital channels
Developed creative aligned to seasonal and quarterly national initiatives
Partnered with strategy, design, and marketing teams to shape cohesive brand storytelling
Adapted concepts and copy to meet channel, audience, and performance requirements
Maintained brand voice and creative consistency across large-scale campaigns

**Content Writer**
**SMCI (Software Management Consultants), Remote**
**Mar 2018 - Sep 2019**

Wrote and edited content for blogs, social media, and digital platforms
Translated complex technical subjects into clear, audience-friendly messaging
Collaborated with subject-matter experts to ensure accuracy and clarity
Refined content based on stakeholder feedback and performance needs

**Copywriter/CD**
**Upwork, Remote**
**Jun 2019 - Present**

Concepted and delivered creative for a range of brands and industries
Led projects from idea through execution, ensuring consistency in voice and tone
Partnered directly with clients to shape brand narratives and campaign direction
Clients include Airbnb, Marriott, American Express, American Apparel, Qonto, and others

## Education

University of Oregon
Software Engineering

American Artists & Writers, Inc.
Professional Certification, Copywriting & Marketing

Institute of Data & Marketing (IDM)
Professional Certification, Marketing Intelligence

## Skills

Concepting
Brand Storytelling
Campaign Development
Copywriting
Art Direction
Creative Strategy

## Contact

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## Portfolio

michaelconour.com