

# 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 long-form article, a video script, or a global campaign. Lately, I've been focused on making complex ideas clear, compelling, and impossible to ignore.

## 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

### Copywriter/CD

#### **Upwork, Remote**

**Jun 2019 - Present**

Concept and deliver creative for a range of brands and industries

Lead projects from idea through execution, ensuring consistency in voice and tone

Partner directly with clients to shape brand narratives and campaign direction

Clients include Airbnb, Marriott, American Express, American Apparel, Qonto, and others

### Content Writer

#### **SMCI (Software Management Consultants), Remote**

**Nov 2013 - Apr 2022**

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

Clients included Choice Hotels, HP, 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  
AI Prompt Engineering  
AI Creative Production  
UX Writing / Content Design  
Information Architecture

## Contact

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## Portfolio

michaelconour.com