

# MAGGIE BITTNER

COPYWRITER | STRATEGIC STORYTELLER

## STRENGTHS

**Concepting:** Developing strategic ideas and stories that captivate | **Creating:** Bringing those stories to life through integrated marketing campaigns | **Leading:** Managing and mentoring associate art directors and writers  
**Winning:** I won the 2016 W3 Gold Award for Website Features, Copy/Writing

## EXPERIENCE

### ACD, Copy + Consumer Trends & Research Ingredient | 2023–Present

Lead copywriting and trend analysis to shape messaging strategies for agency initiatives and client brands, including Betty Crocker, Pillsbury, Annie's, Lunds & Byerlys and Dinner Bell Creamery.

### ACD, Copy | RAZR Marketing | 2017–2023

Led teams in concepting and messaging development from brief to final execution for local and national financial, healthcare and retail/CPG brands.

### Sr. Copywriter | Catapult Marketing | 2015–2017

Concepted, developed and managed national creative campaigns. Brands: Conagra Foods, Crayola, Talking Rain, Clorox, Galderma, DFA/Kemps, Nestlé, Mars Food.

### Copywriter | Wunderman | 2012–2015

Concepted and created Best Buy's integrated marketing campaigns. Led copy on emails and weekly circular.

### Tech Marketing Writer | Rimage Corp. & Banner Engineering | 2008–2012

Created and managed internal and B2B messaging.

### Freelance Editor | Various | 2006–2010

Copiedited B2B/B2C communications for healthcare and educational websites.

### Com Assistant | Rotenberg Assoc., LLC | 2005–2008

Managed content creation for PR firm.

### Technical Writer | Logistic Systems, Inc. | 2004–2005

Developed software user manuals and training guides.

## PERSONALLY, I LOVE STORYTELLING

**I've been places.** From engineering firms to ad agencies, my experience is rooted in storytelling, the act of creating and sustaining a voice, of breaking through the daily noise — if even for a moment — to reach an audience and inspire them to take action. I pride myself on an exceptional ability to strategize against client requests and an unyielding passion for creating compelling, insights-driven concepts and content.

See my work at [maggiebittner.com](http://maggiebittner.com).



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## EDUCATION

### University of Montana

B.A., English Literature

## VOLUNTEER WORK

### Align Pilates | Girls Are Powerful | College Forward | Literacy MN

Over the years, I've aligned my skills with my personal and social interests. Most recently, I taught reading at Open Door Learning Center – Northside.