

RICKY MUNKS

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I've written content for social, mobile, direct mail, print, outdoor and the web. Led creative campaigns that went right more times than they went wrong. Managed project teams of writers, designers and developers. Created concepts that sometimes came directly out of research and sometimes came completely out of thin air. Successfully pitched my best ideas. Successfully pitched my second-best ideas. And I've done it all for a wide range of brands across a broad spectrum of industries. Now I would like to do the same for you.

AREAS OF EXPERTISE

- User Experience
- Writing & Concepting
- Creative Direction
- Human/Consumer Behavior
- Branding
- Content Marketing

PROFESSIONAL EXPERIENCE

Under Armour **Washington DC-Baltimore Area • Remote**
Sr. Creative Lead, Global Copy Jan 2023-Present

I create digital communications to promote the Under Armour brand, its apparel and sneakers, and its sponsored athletes. Work of note includes campaigns for the [Drive Pro Golf Shoes](#), [FUTR Men's Basketball Shoes](#), [BreakThru 4 Women's Basketball Shoes](#), the Phantom 3 SE Running Shoes, the 2023 Women's Final Four, the 2023 Back-To-School retail promotion.

Society of Human Resource Management **Alexandria, VA**
Marketing Copywriter Manager June 2020-Present

I concept and create a range of materials to support SHRM's branding, integrated marketing and UX efforts, including websites, direct marketing campaigns, social media communications and videos. Campaigns of note include: [Together Forward @Work](#), When I Grow Up, and Now More Than Ever.

Marriott User-Centered Design **Bethesda, MD**
Sr. Mgr. of Digital Copywriting 2011-2020

- Led team of writers and designers on international UX projects
- Created websites for Marriott's most iconic brands including [Le Meridien](#), The Luxury Collection, [Marriott Hotels](#), and [Moxy Hotels](#)
- Served as digital creative lead for Marriott Rewards projects for more than 2 years
- Led the creation of the Marriott.com South Pacific Deals website and the cross-linking strategy between the site and related Marriott Traveler articles
- Served as UX lead on the MVC_website redesign, which promoted the brand's global rental properties and led to a dramatic increase in page views and site visits
- Led the design of the MEA/Convention & Resort Network_website, which marketed 32 hotels and destinations throughout the Middle East & Africa
- Worked on agile team and crafted interaction content for the Marriott Bonvoy app and the Marriott Self-Service Kiosk pilot program
- Developed marketing promotions and merchandising placements
- Wrote Instagram posts for Marriott Rewards/Bonvoy
- Managed creative resourcing and wrote creative briefs
- Constructed creative rationales
- Presented finished creative work to clients
- Optimized communications for SEO, accessibility and global translations
- Refined communications based on user testing

Marriott User-Centered Design

Bethesda, MD

Sr. Content Strategist

2005–2011

- Crafted interaction, search and reservations content
- Developed a wide range of digital communications to promote Marriott International's portfolio of brands, including Marriott Hotels, JW Marriott Hotels, Renaissance Hotels, and the Autograph Collection
- Developed communications for Marriott's loyalty program

Fannie Mae

Washington, DC

Digital Copywriter

2004–2005

- Wrote and maintained content for Fannie Mae's intranet site
- Served as traffic manager for site content, including maintaining the weekly editorial traffic calendar
- Wrote and disseminated enterprise-wide and targeted e-mail communications to Fannie Mae employees
- Proofread and edited online content for accuracy and to ensure that it complied with style standards

Envision

Washington, DC

Copywriter

2003–2004

- Promoted the national and international educational programs of the Congressional Youth Leadership Council via direct marketing campaigns

GTSI

Chantilly, VA

Copywriter

2003–2003

- Developed concept and copy for magazine ads, outdoor signage, radio tags and sales-support collateral to promote both GTSI, one of the largest resellers of information technology to the Federal Government, and its technology vendor partners, including Apple, Panasonic and Microsoft

Rapp Collins

Dallas, TX

Sr. Copywriter

2000–2002

- Wrote direct marketing and online communications to promote a variety of telecommunications products and services under the SBC brand, including Pacific Bell DSL Internet service, Southwestern Bell Long Distance and Security Link home security service
- Authored direct marketing and collateral materials to promote frequent traveler programs for Hyatt Hotels and heart-health screening exams for Tenet Healthcare

Houston Chronicle

Houston, TX

Sr. Copywriter

1992–2000

- Wrote B-to-B and B-to-C newspaper, magazine, outdoor, direct marketing, collateral and online advertisements to promote Chronicle products, services and departments, including Sports, Editorial, Circulation and Sales
- Produced co-op promotional pieces to market both The Chronicle and its corporate partners, including the Houston Rockets, Houston Astros and the University of Houston.
- Authored and managed weekly online sports content marketing blog: “The HomeCourt”

EDUCATION

- B.A. Journalism, University of Houston, 1991

CERTIFICATIONS

- [Content, Advertising & Social IMC: Coursera, June 2019](#)
- [Engagement & Nurture Marketing Strategies: Coursera, June 2019](#)
- [The Importance of Listening: Coursera, June 2019](#)
- [What Is Social?: Coursera, June 2019](#)

ON A PERSONAL NOTE

In 2018, I found a set of golf clubs in my basement that had been left behind years earlier by a friend. Ever since, I spend every spare moment chipping, putting and kicking myself for not having discovered the glorious game of golf much earlier. I'm now almost as passionate about golf as I am about creating the best possible marketing communications.

Portfolio available at www.rickymunks.com