

# Madeline Gallagher

Copywriter

Charlotte, NC  
(480) 319-4066  
maddiegallagher00@gmail.com  
[maddiegallagher00@gmail.com](mailto:maddiegallagher00@gmail.com)  
[madeline-gallagher.com](https://www.madeline-gallagher.com)

## EXPERIENCE

### Arthur Elliott — Copywriter

OCTOBER 2022 - MAY 2025

— Wrote compelling, creative, and high-impact copy across a range of disciplines, including websites, cross-platform social content, email, print, digital display, brand narratives, video, radio scripts, and more.

— Conceptualized and developed strategic brand-building campaigns from ideation through to final production for B2B and B2C clients, turning ideas into stories that sell.

— Worked alongside directors, strategists, and clients to conceptualize, write, and develop performance-optimized content and copy consistent with established brand narrative, voice, and tone.

— Led a creative team to present concepts and ideas that aligned with researched platform performance to support campaign objectives, brand awareness, loyalty, and peak audience engagement at scale.

### South Magazine — Copywriting Intern

OCTOBER 2021 - JANUARY 2022

— Conceptualized, wrote, and executed a variety of published ads across print and digital platforms.

— Researched and pitched ideas for upcoming stories, and wrote engaging blurbs for feature and travel articles that aligned with the publication's tone.

— Collaborated closely with senior creatives, supporting day-to-day tasks and gaining hands-on experience throughout the creative process from early brainstorming to final production.

## EDUCATION

### Savannah College of Art and Design — Bachelor of Fine Arts

Advertising and Branding BFA with a Minor in Illustration for Publication Design

## VALUES

Curiosity. Gratitude. Empathy.

Transparency. Responsiveness.

Leadership. Humility.

## SKILLS

Copywriting.

Conceptualizing.

Brand Strategy.

Content Strategy + Creation.

Art Direction.

Client Relations.

## AWARDS

CLT ADDY — Silver  
Website

CLT ADDY — Silver  
Packaging

CLT ADDY — Silver  
Social Campaign

## CERTIFICATIONS

Meta Creative Strategy  
Certification