

AMBER MORKEL

ASSOCIATE CREATIVE DIRECTOR

Mastery in Communicating Ideas

While obtaining a master's degree in population science and an honors degree in psychology, I was always convinced of one thing: **I love to write**. Fast forward seven years in the copywriting industry; I now serve as the associate creative director of copywriting at Poirier Agency (NY).

Experience

Associate Creative Director of Copywriting
Poirier Agency | January 2024 – Present

Senior SEO Copywriter
Poirier Agency | May 2023 – January 2024

Digital Copywriter
Incubeta | September 2021 – April 2023

Marketing Copywriter
Topco | March – September 2021

Online Consultant
Art in Voyage | November 2019 – April 2021

Education

Masters in Population Science, 2018
University of KwaZulu-Natal

Honours in General Psychology, 2015
University of KwaZulu-Natal

Bachelor of Social Science, 2014
University of KwaZulu-Natal

Expertise

Strategic SEO: Web pages, blogs, and press releases

Paid Media: PPC and social media advertising

Travel Writing: International content and itineraries

Proficiencies

- Leadership
- Project management
- Marketing psychology
- Client relations
- Critical thinking
- SEMrush
- Ahrefs
- Page Optimiser Pro
- Google Search Console
- Google Ads
- WordPress
- HubSpot
- Everlytic
- Google Suite
- Excel

