



## Contact

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 [zainemorgan.com](https://zainemorgan.com)

## Education

### **Murdoch University Australia**

Bachelor of Business Marketing  
2013 - 2017

### **StoryBrand Online Course**

Copywriting Framework  
2018

## Skills

- Messaging Strategy
- Social Media/Ad Copywriting
- Website Copywriting
- Email Copywriting
- SEO-Optimized Blog Content
- Video Scripts & VSLs
- Case Studies/Customer Stories

## Language

- English (Native)

# Zaine Morgan

## Copywriter & Messaging Strategist

Business is a brutal world, and communication isn't just some fluffy buzzword—it's your d\*mn survival kit. Brands that suck at it get swallowed by the big bad wolves. But that's where I come in, not just as a crafty copywriter but as your communication lifeline.

I've spent ten years learning from the best in this game—StoryBrand, CopyHackers, ClickFunnels, ConversionXL, to name a few—and I've packed some hefty tools in my communication toolbelt. Tools that don't just talk the talk but walk the walk.

As a freelance copywriter, I've had the honor of handling 100s of projects since I started in 2018. And I've delivered real results for the businesses that put their trust in me.

## Work Experience

○ 2017 - 2026

### Lenovo

#### **Freelance Product Copywriter**

- Back in '84, an audacious dream was brewing in a guard shack in Beijing. Fast-forward to today, that dream has morphed into the tech behemoth Lenovo, raking in a whopping \$43 billion in revenue. As their e-commerce copywriter, my last nine years have been a wild ride, churning out tantalizing copy for products before they enter global markets.

○ 2021 - 2023

### Luxury Presence

#### **Freelance Copywriter**

- Luxury Presence regularly secures a spot among the top three luxury real estate marketing agencies globally. As one of their trusted copywriters, I've been sweating bullets, churning out kick-ass emails, slick website copy, and SEO-savvy blogs. And guess what? It's paying off big time!

○ 2021 - 2024

### The Homemade Method

#### **Freelance Copywriter**

- Working with The Homemade Method, a killer brand that's leading the weight loss space, was an incredible experience. The task? Write email sequences to jack up their top-converting channels. I crushed it - engineered three sequences, pulling in a cool mid-six figures of revenue in just 30 days. What started as a quick one-time project expanded into three years of working together on everything from website copy, Facebook ad copy, and emails.

## References

### **Shino Li**

Sr. Marketer - Lenovo

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### **Susie Yuxiao Chen**

Product Marketing - Lenovo

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