

TOP SKILLS

- Writing
- Prompt engineering
- Gen AI
- Developmental editing
- Paid media
- Content strategy
- Thought leadership
- SEO content
- People management
- CRM/lifecycle marketing
- Brand voice guidelines
- Chicago Manual of Style

SOFTWARE/PLATFORMS

- MS Office
- Adobe Creative Suite
- ChatGPT
- Microsoft Copilot
- Magix Samplitude X7
- Wrike
- ClickUp
- Jira
- Marketo
- Mailchimp

EDUCATION

- University of Kansas
Creative Writing/English

MARC TWEED

Senior Copywriter, AI Tamer, Short Fiction Author, and People Manager

Profile

Known for his depth of experience and deep emotional intelligence, Marc is an accomplished copywriter and content strategist with a proven track record crafting high-performing digital marketing content for Fortune 500 tech clients. He's also a fiction writer with published stories in numerous top literary journals such as The Los Angeles Review and NOON Annual.

In his daily work at Bridge Partners, he leverages ChatGPT as an efficiency multiplier, then uses his creativity and fine-tuned writing skills to ensure the resulting copy is compelling, professional, and presents a clear, brand-aligned, HUMAN voice that drives conversion and builds trust across channels—from landing pages and social posts to video scripts and longform assets like enablement guides and ebooks.

Marc blends customer empathy with business strategy, particularly in complex, technical environments. He is passionate about making abstract value propositions tangible and actionable. As a manager, Marc ensures his team of copywriters goes beyond simply adhering to a style guide to provide the highest level of collaboration and creativity, achieving a deep knowledge of—and dedication to—client goals. He's also known to be pretty fun to work with.

EXPERIENCE

Manager and Senior Copywriter, Bridge Partners

2017 - present

Manage team of writers as direct reports, setting expectations for quality, accuracy, and adherence to client brand guidelines. Create and copyedit a wide range of co-branded deliverables for global cloud services providers, Amazon Web Services (AWS) and Microsoft, and their partners in Healthcare, FinServ, Cloud Security, Manufacturing, IoT, and other sectors: Landing page copy, social media, promotional and nurture emails, customer success stories, ebooks, whitepapers, video scripts, and more. Serve as developmental editor for writers on my team to help ensure technical accuracy and validate “big picture” elements of their work. Train team members on effective, judicious use of gen AI tools to increase efficiency and technical accuracy while preserving the human element that resonates with customers.

- Own writing and editing duties marketing highly successful client events
- Research and disseminate copy best practices—especially around the use of AI—for content team in production of a wide range of deliverables
- Translate highly technical cloud computing concepts into compelling, benefit-driven narratives for business decision-makers to support performance marketing and brand positioning goals
- Utilize gen AI tools such as ChatGPT to optimize productivity, accelerate research, and better understand target personas, industries, and segments
- Carefully edit AI-generated messaging to ensure the voice of human empathy and intent is clearly represented

- Lead content strategy for full-funnel campaigns, applying A/B testing and optimization insights to improve engagement
- Balance creativity and clarity in writing for different personas—from CIOs to business users—through product messaging, campaign copy, and customer stories
- Improve quality of collective copy output by implementing best practices in my editing and QA of work by direct reports
- Develop copy for cloud partner campaigns that targeted both technical and non-technical buyers, refining product messaging into accessible language with an emphasis on benefits over features
- Wrote a 300-page ebook adapted from a series of DevOps/cloud-native webinars featuring a wide range of AWS and third-party solutions
- Create sales enablement materials—battlecards, first-call decks, video scripts, emails, and call scripts—for use by AWS Partners
- Create internal wiki content for internal AWS marketing stakeholders
- Oversee content for email marketing campaigns that improved open rate to nearly 50% through A/B testing and stringent attention to quality and targeting
- Improve CTR on campaign landing pages by refining headlines and CTAs based on test results and user feedback
- Developed a wide range of sales enablement materials for Microsoft Azure

OTHER EXPERIENCE

Senior Copywriter, Fluke Corporation

2016 – 2017

Drove B2C messaging for a wide range of Fluke products, specifically focused on cloud-enabled IoT technology. Was responsible for effectively pushing my ideas through many layers of leadership, and then executing on them within strict deadlines.

- Wrote marketing, training, and site copy for new, innovative Fluke product lines that included software-enabled electrical and vibration sensors used in manufacturing environments
- Researched products and interviewed subject matter experts to establish a credible understanding of the technology, and worked with leadership to develop compelling messaging for highly targeted audiences
- Worked closely with a wide range of designers, marketing managers, and business unit personnel in an Agile work setting
- Provided voiceover talent occasionally for training videos for new products
- Initiated cross-department collaboration when developing messaging and content for complementary products and solutions

Senior Copywriter, Drugstore.com

2015 – 2016

Collaborated with segment leads in Healthcare, Beauty, and other departments to drive engagement and sales for a prominent ecommerce site that was eventually acquired by Walgreens..

- Strategized and wrote engaging email copy with high open and conversion rates for a vast national audience
- Created site assets that ranged from informative/educational to witty/humorous

- Collaborated extensively with designers, merchandisers, and other stakeholders to create an engaging web presence

Marketing Writer, Amazon.com

2013 – 2016

Created compelling copy for Amazon Destinations, a travel site, and Amazon Local, a daily deal site launched by Amazon. Authored a significant amount of consumer-facing marketing material and regularly contributed to the Locally Yours blog, writing humorous and informative posts on a wide range of topics. Also authored deal copy and B2B articles and emails for Amazon Local.

- Developed the voice with which travel copy was written for Amazon Destinations and authored compelling descriptions of travel destinations (regions and resort properties/hotels)
- Travelled to research leisure destinations such as the Palm Desert and New Orleans
- Wrote entertaining, humorous blog posts to drive engagement with Amazon Local
- Inspected and edited copy for grammar, punctuation, and voice while following strict and constantly evolving style guidelines
- Wrote and edited marketing communications such as emails sent to millions of customers and copy for web assets
- Generated internal wiki pages for various SOPs and guidelines pertaining to copy
- Taught weekly course educating other teams about the role of the copy department
- Wrote Twitter and Facebook posts on behalf of Amazon Local

Selected fiction publications here:

<https://marctweed.com/fiction.html>