

MARY COLLINS

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Mary is an award-winning copywriter, fiction writer, and folk pop singer/songwriter with over 10 years of experience performing, marketing, and event planning as an independent artist. She's passionate about telling stories, building brands, and facilitating memorable customer experiences.

EXPERIENCE

Bearaby (New York, USA) • Brand Manager

(10/2023) - Present

- Develops creative brand strategy that guides design, marketing, PR, and CX teams
- Writes clear, clever, persuasive copy across all brand touchpoints and safeguards brand TOV
- Manages social media content and engagement across all platforms, with a combined follower count of 140k

Bearaby (Dubai, UAE) • Copywriter

(08/2022) - (10/2023)

- Wrote copy and SEO web content across all brand touchpoints, from social media to print
- Collaborated with SEO team to write and research SEO [blog content](#), contributing to a 202% increase in total clicks during my tenure
- Responded to customer queries and refined CX communication guidelines as a supplementary CX agent

New York University (Abu Dhabi, UAE) • Writing Tutor

(09/2020) - (05/2022)

- Coached peers in one-on-one tutoring sessions, training them to create their best work as authors, editors, and critical thinkers
- Engaged with weekly pedagogical training to develop holistic editing and interpersonal communications skills

Airport Road Literary Magazine (Remote) • Lead Editor

(09/2020)-(01/2021)

- Led editorial board in producing a high-quality [literary and arts publication](#), featuring written and visual work from students across the NYU global network

Exit 11 Performing Arts Company (Remote) • Songwriter & Music Director

(05/2020)-(09/2020)

- Composed, directed, and recorded music for a [ninety-minute radio adaptation of Euripedes' The Bacchae](#), leading a team of performers both remotely and locally in Ann Arbor, MI

EDUCATION AND AWARDS

New York University Abu Dhabi • BA in Literature and Creative Writing

May 2022 | 4.0 Cumulative GPA | University Honors Scholar

**Ad Forum PHNX Bronze Award 2023 | One Show Shortlist 2023 | Emirates LitFest Writing Prize 2023
On.DXB 1st Place - Music 2019**

SKILLS

Copywriting | Strategy | Communication | Editing | Teaching | Songwriting | Performing
Microsoft 365 | G Suite | Gorgias | Canva | Figma | ProTools | Logic | Monday.com | Shopify