

# Maxwell Neely

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## SUMMARY

Experienced copywriter, cause marketer, and digital communications strategist with 3+ years of copywriting experience and 3+ years of marketing, brand voice, and customer research experience. Build outreach and communications plans to nurture brand with target demographics, drive loyalty, and increase conversions. Foster strategic relationships with partners to amplify messaging to the public. Collect feedback, conduct audience research, iterate and improve. Seeking high impact Copywriter role to advance climate justice, civil rights, or social equality.

## EXPERIENCE

**Maxed Out Solar**, Washington, DC

**Apr 2020 – Present**

**Sales Consultant & Copywriter**

- Lead public communications strategy and community outreach efforts, growing brand recognition (30+ Twitter spaces and podcasts) and securing positive local press coverage (Frederick News Post, Baltimore Banner)
- Coordinate omnichannel digital communications with the public on social media, phone, and email and conduct social listening to monitor for brand mentions, consistently maintaining a social media engagement rate of 5%
- Spearhead customer writing strategy to present climate and solar news to target customers on social media, research and write blog articles, and conduct customer experience research, driving 10 sales referrals
- Developed influence, persuasion, and negotiation skills on sales calls, closing 40 deals across 8 states

**CASA in Action**, Harrisburg, PA

**Sep 2018 – Nov 2018**

**Lead Field Electoral Organizer**

- Led and managed diverse teams of 24 direct reports and managed opening/closing offices, assigning routes to drivers, and facilitating meetings, collectively knocking on 30K+ doors within 2 months and achieving 100% of goal
- Presented campaign topics to public, trained 10 team leaders on strategy, and coordinated communications with 20+ drivers/canvassers winning 2 out of 3 election campaigns

## LEADERSHIP EXPERIENCE & ACTIVITIES

**Mia Mason for Maryland**, Remote

**Jun 2023 – Aug 2023**

**Communications Consultant**

- Overhaul and refreshed website copy, provided subject matter expertise on climate messaging strategies and collaborated to write policy 1 pagers, increasing website traffic and improving campaign reach in new areas
- Conducted audience research to create messaging centered around bringing diverse groups of people together

**Repeater Digital**, Washington DC

**Mar 2022 – May 2023**

**Copywriter & Market Analysis**

- Authored 4 case studies, responded to RFPs, and wrote 90% of Repeater Digital's website copy, securing high ticket design/marketing clients within the career development, nonprofit, NGO, and social impact industries
- Revised and refreshed copy based on internal and client facing feedback

**Maryland Sierra Club**, Frederick, MD

**Aug 2020 – Dec 2021**

**Energy Justice Coordinator**

- Pioneered accessible, inclusive, and culturally diverse digital workplace, ensuring safe operations during COVID-19
- Copy edited and revised website to inform the public, driving mass adoption of community solar in Maryland

**Frederick Food Security Network**, Frederick, MD

**Mar 2019 - Apr 2021**

**Grassroots Organizing Strategist**

- Nurtured, recruited, and trained a strong network of over 10 community gardener activists, held educational and produce distribution aid events, resulting in greater local food security infrastructure

## SKILLS

Copywriting, Marketing, Persuasion, Collaboration, Strategy, Proofreading, Prompt Engineering, Fact Checking

**Software:** GSuite, HubSpot, Slack, Trello, Discord, SurferSEO, HotJar, GA4, Shield/Twitter Analytics, AI