

MIKE ANAPOLSKY

COPYWRITER

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(818) 426-8025

Copywriter with six years' experience working for some of the most well-known brands in the world. I've developed award-winning social campaigns, created first-of-its-kind branded mobile games, and written enough social media posts to be considered at least a C-list influencer. From radio to video to emails, banner ads, websites and direct marketing, I've done it all. I'm an advertising nerd who is extremely passionate about marketing and is obsessed with bringing each client's ask to life in new and groundbreaking ways.

EXPERIENCE

FREELANCE COPYWRITER | *Chipotle Mexican Grill*

Newport Beach, CA | Sept 2019 – Present

Since working with Chipotle, my responsibilities have ranged from writing witty tweets, to crafting headlines for in-store panels, to creating digital radio spots, fundraiser emails, and ads for search. I'm also pretty sure I'm nearing the world record for burritos consumed.

FREELANCE SENIOR COPYWRITER | *Anderson Direct & Digital*

Los Angeles, CA | Jan 2019 – Present

Anderson brought me on board to help with their wide range of clients, plus their own internal rebrand. My responsibilities include developing promotional and branded website copy, crafting email and direct marketing pieces, writing newsletters and blog posts, and concepting other marketing assets.

SENIOR COPYWRITER | *The Marketing Arm*

Playa Vista, CA | June 2015 – Dec 2018

As the lead copywriter for Snickers, Skittles, Starburst, Twix and Extra Gum, I concepted award-winning social and digital activations, wrote and crafted always-on social media posts, collaborated with our partner agencies (DDB and BBDO) to create 360 integrated campaigns, plus mentored and managed the creatives under me. Also, I ate a lot of candy.

COPYWRITER | *Rauxa*

Costa Mesa, CA | Feb 2014 - June 2015

My responsibilities ranged from developing Verizon Wireless mailers, to crafting Disney Movie Anywhere emails and Chase Credit Card banner ads, to more exciting work like creating radio scripts for Verizon. Hired as a junior and promoted to mid-level, I was able to improve my craft and continue my professional growth while developing a serious pun addiction.

COPYWRITER INTERN | *Secret Weapon Marketing*

Santa Monica, CA | June 2013 - Sept 2013

I was lucky enough to land an amazing internship and work on radio and TV scripts for Jack in the Box and the So Cal Helpful Honda Dealers. I also wrote lines for OOH, banner ads, packaging and social media. Plus, I got to meet Jack. Spoiler alert: that's not his real head.

EDUCATION

BS BUSINESS ADMINISTRATION focused in MARKETING

California State University, Long Beach