

Copywriter with eight 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 a C-list influencer. From radio to video to emails, banner ads, websites, packaging 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. For a deeper look into my mind, check out www.howmikethinks.com.

EXPERIENCE

SENIOR COPYWRITER | *Wingman Media*

Los Angeles, CA | May 2020 – Present

Wingman has turned me into a copywriting chameleon. One day I'm a comedian, writing TV and radio scripts for Intelliloan. The next day I'm a researcher, writing SEO articles for Sit 'n Sleep. My responsibilities also include crafting social copy, developing email marketing, creating banner ads, and working on paid search. Even though I've only met my coworkers virtually, we've done some amazing work together. I just have no idea how tall they are.

FREELANCE COPYWRITER | *Chipotle Mexican Grill*

Newport Beach, CA | Sep 2019 – Present

Since working with Chipotle, my responsibilities have ranged from writing witty tweets, to crafting headlines for instore 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.

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 conceptualized 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.