

MIKE ANAPOLSKY

COPYWRITER

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(818) 426-8025

Copywriter with over 10 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 TV to radio to the metaverse, 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. For a deeper look into my mind, check out howmikethinks.com

EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR | *IW Group*

West Hollywood, CA | Mar 2022 – Present

IW Group handed me my first ACD title and let me run wild. From crafting TV scripts to bringing metaverse worlds to life to ghostwriting lyrics for a group of rapping grandmas, I've helped sell through some pretty ambitious concepts. I also help lead ideation for AI-powered campaigns, experiential activations, social media posts, and whatever other unhinged ideas our team comes up with.

SENIOR COPYWRITER | *Wingman Media*

Westlake Village, CA | May 2020 – Mar 2022

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

CONTRACT COPYWRITER | *Chipotle Mexican Grill*

Newport Beach, CA | Sept 2019 – Mar 2022

My responsibilities included writing witty tweets, crafting headlines for in-store panels, creating digital radio spots, as well as fundraiser emails and ads for search. I'm also pretty sure I just fell short of 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 conceived 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.