

UNIQUE MICHAEL

Copywriter - Journalist - Project Manager - Data Analyst - Marketing Manager

➤ Copywriter with experience producing compelling copy, transforming data into actionable insights, and leading projects.

Qualitative Research • Quantitative Research • Copywriting • Copyediting • Brand Development • Business Development • Account Management • Project Management • Social Media Marketing • Media Relations • SEO Research • SEO Writing

Portfolio: <https://bit.ly/UniqueAccomplishments>

Professional Experience

Creative & Technical Copywriter – Alpine IQ

Feb 2021 to July 2021

Lead copywriter, volunteer data analyst, and volunteer project lead for market research, user experience, and public relations initiatives.

- Developed distinct brand voice, company slogan, customer personas, and company key messages for prospects and investors.
- Led research, creative direction for campaigns, and campaign analysis, increasing \$70,000 MRR to \$148,000 MRR in three months.
- Produced white papers and copy for website, social media channels, email campaigns, support center, print, and partnership collateral.
- Mentored designers and writers across company with project management tools and best practices, resulting in 0% loss in resources.
- Developed social selling program to activate marketing and sales teams as a singular force, increasing B2B lead generation by 37%
- Collaborated with customer success team and executives to develop a customer training center based on customer pain points, resulting in 91% customer retention rate.
- Developed UX division to conduct user research and develop usability tests, increase software adoption by 35%
- Developed public relations department, formed positive relationships with complimentary brand partners and regional, national, and industry-specific media outlets, resulting in coverage in The Washington Post, Yahoo! Finance, MG Magazine, Bud Digest, NYC BDDR, Cannabis Dispensary Magazine, and Destination CRM, garnering over \$2,500,000 of advertising value equivalence.

Freelance Journalist – Orlando Business Journal, Entrepreneur Media, Orlando Magazine Dec 2013 to Present

Utilizes SEO research and social listening insights to craft timely technology and business stories, as well as lifestyle and wellness news.

- Maintains strong relationships with Fortune 100 companies and their executives to acquire breaking news stories.
- Transforms social listening insights into news stories to develop timely content, increasing social shares between 34% - 72%

Consultant (Contract) – LEWIS COMMUNICATIONS

Mar 2019 to Jun 2019

Produced corporate social responsibility campaign frameworks for seven-figure education client.

- Led data audit with programmatic team to visualize cross-channel performance and market insights to create campaign goals.
- Guided agency copywriters to utilize social listening insights to produce audience-resonant long and short-form copy.

Global Marketing Advisor – DELL TECHNOLOGIES

Apr 2016 to Nov 2017

Co-led global corporate content strategy as lead copywriter; provided strategic counsel to business units across all regions in consumer and enterprise space: digital marketing, corporate communications, sales, customer service, and experiential marketing.

- Led B2B and B2C copywriting for global media channels, increasing audience engagement by 78% in four months.
- Co-led global brand campaign—influencer marketing and social listening—grew from \$15.3B to \$28.7B from 3rd quarter.

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- Partnered with Corporate Communications, Marketing, Global Brand analysts to create content strategy for launch of new parent company, Dell Technologies, which increased revenue 67% from \$20.1B to \$61.6B in less than a year.
- Provided copyediting support to various business units for: site, e-mail, search marketing, social media marketing, and print advertising.
- Reviewed media buying reports from analytics team and mentored copywriters to implement new programs and initiatives, resulting in 52% increase in qualified consumer leads to dell.com.
- Developed digital customer service solutions in partnership with Dell Cares team, which decreased sales loss by 64%.

Communications Planner – PURPLE, ROCK, SCISSORS

Jan 2014 to Dec 2014

Led corporate communications team and social media marketing department that serviced national and international clients.

- Produced copy for client channels: website, landing pages, e-mail, social, print ads, digital ads, and packaging.
- Supported Director of Marketing in proposal development, resulting in the acquisition of two agency-of-record clients.
- Produced copy for business development team, helping to secure over \$2M in sales within six months.
- Collaborated with media buying team to increase average client media spend from \$8K per month to over \$450K per month.
- Attained regional and national media coverage; increasing agency site traffic by 258% and lead generation by 54% in 4 months.
- Liaised with business development team to grow social media department by offering influencer marketing, copywriting, and public relations as a service, which boosted department revenue by 58% from Q2 to Q3.

Education

Software Engineering Bootcamp at Springboard

November 2020 - August 2022

BA, Human Communication (Mass Comm and Writing & Rhetoric),

University of Central Florida 2012 - 2015

Awards

2017 AdWeek Feature – Dell Technologies Global Brand Campaign

2014 Orlando Business Journal – Fast Fifty: Purple Rock Scissors

2014 Orlando Addys - GOLD – Best of Interactive for PurpleRockScissors.com

Technical Proficiencies

Content Management Systems – Sprinklr, Drupal, Joomla, Squarespace, Adobe Experience Manager

Social Listening & Search Tools – Sprinklr, Moz SEO, TalkWalker, BrandWatch, and Brand24

Project Management – Basecamp, Monday, and Asana

Design – Adobe Photoshop, Adobe Illustrator

Data Analysis – Google Analytics, Tableau