

Michael Weinberg

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Education

University of Florida
2022 | Bachelor of
Science in Advertising |
English minor

Skills

- Excellent written & oral communication
- Idea generation
- Research
- Presentation writing & pitching
- SEO best practices
- Client relations
- Social media management
- Ecommerce writing
- Creative writing
- Proficient in Spanish
- Conversational in Italian

Programs

- Google Workspace
- Microsoft 365
- Ahrefs & Screaming Frog
- Wix
- AirTable
- Notion

Extras

Neptune Poetry |
Published Poet | Issues 16 &
17

JUV Consulting: The
Receipt | Member | May
2023 - March 2024

- Participated in Gen Z consumer research for several large brands via surveys and interviews

Work Experience

Champs Sports (Foot Locker, Inc.) | Brand Copywriter | March 2024 - Present

- Leverage multiple sportswear brands' voices to tell the narrative of a sport-inspired lifestyle over email, social media, website, app, SMS, digital ads and in-store collateral
- Write omni-channel campaign copy featuring professional athletes, including Aaron Judge, Micah Parsons, Trea Turner, Amon-Ra St. Brown, Jaylen Waddle, and Chase Young
- Implement lower-funnel messaging tactics for Google and Meta digital ads
- Collaborate with designers to create engaging email narratives that highlight core benefits
- Developed copy guidelines for the Champs brand, CSG apparel, and Champs Run Club
- Developed a narrative for the Run Club Punch Card rewards program landing page
- Contribute copy and content ideas for social posts on the Champs and Run Club pages
- Modified manifesto for consumer-facing channels during "Sport for Life" brand refresh

JUV Consulting | Contract Copywriter | November 2023 - March 2024

- Wrote and proofread copy for internal and client projects like Method, TIAA, and JanSport
- Wrote introductions for The Receipt research newsletter's 9k readers
- Compiled press materials covering Gen Z and JUV into a database

Boldist | Copywriter | March 2023 - September 2023

- Researched, wrote, and published over 50 blog articles for Boldist and its largest client on ecommerce best practices and home insurance
- Developed and proofread website copy for Boldist and its largest client
- Researched, compiled, and organized keywords using Ahrefs to use in articles
- Developed and implemented a Boldist social media project plan and content calendar
- Wrote social media posts to introduce Boldist articles on LinkedIn and X
- Audited over 250 Boldist articles, deciding to keep or delete based on traffic and content

The Agency at UF | Copywriter > Creative Dir. | July 2021 - July 2022

- Developed and presented marketing ideas for a portfolio of clients totaling \$225k+ annually, including Showtime, Florida Museum, Siemens, and Prime Video
- Wrote and revised the entire externally facing Agency website
- Researched and wrote The Agency's organization-wide monthly email newsletter with over 650 readers
- Led the creative strategy for a Florida Museum pollinator awareness campaign resulting in creative concepts, taglines, and tactics
- Led the narrative for a pitch to the global president of Disney AdSales, a \$9b company that became a yearly \$150K retainer
- Contributed to developing the brand strategy for The Agency's podcast, "Off the Top"
- Led a thought leadership team to write articles on Gen Z trends for 1,200 readers
- Led a rebrand team of 10 to outline The Agency's story, values, and company description
- Developed copy for social media, digital, print, and video script for a Siemens campaign about a utility plant at UF

GetBissy Marketing | Junior Copywriter > Senior Copywriter | April 2021 - April 2022

- Developed web copy and weekly social media copy for GetBissy and 6 clients, including Misha's Cupcakes, Sensory Fitness, and Heme Onc Call
- Contributed to a fitness center's 50% increase in summer sales, the highest since it opened in 2015, with social media strategy
- Proofread and edited client website copy in English and Spanish