



Michael Weinberg

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Education

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

Skills

- Excellent written and oral communication
- Idea generation
- Research
- Leadership
- Presentation writing and pitching
- SEO best practices
- Client relations
- Social media management
- Ecommerce writing
- Creative writing
- Proficiency in Spanish

Programs

- Google Workspace
- Microsoft 365
- Ahrefs and Screaming Frog
- WordPress and Wix
- ClickUp
- Notion

Extras

JUV Consulting The Receipt | Member | May 2023 – Present

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

Work Experience

JUV Consulting | Contract Copywriter | November 2023 – Present

- Write and proofread copy for internal and client projects like TIAA and Jan Sport
- Write introductions for The Receipt's research newsletter, which has 9k readers
- Compile 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

Boldist and GetBissy Marketing | Freelance Copywriter | August 2022 – March 2023

- Wrote social media, blog, and website copy for several clients

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

SparkIt Creative | Intern > Copywriter > Creative Dir. | February 2019 – July 2021

- Led a team of 15 and was responsible for hiring interns
- Curated creative social media campaigns and weekly posts on Instagram, Facebook, Twitter (X) for all clients
- Brainstormed, collaborated, and implemented new ideas and strategy to improve the agency's workflow
- Directly managed current and past client relationships with accounts like Relish: Big Tasty Burgers and Dixieland RV Park
- Developed and published blog articles that focused on current events in the communications industry