

Michelle Castro

COPYWRITER EXTRAORDINAIRE

EXPERIENCE

Social Media Specialist - Bright Age Digital Agency

Feb 2023 - Present

-Live social media engagement and planning for primetime shows on ABC

-Shows: Claim to Fame, Grey's Anatomy, Abbott Elementary, American Idol, The Bachelor/ette, etc

Freelance Copywriter - Strike 2 Agency

Sept 2021 - Present

-Paid ads, organic social content, brand pitch decks, display ads, brand pitch decks, brand naming

-Clients: Verde Farms Beef, California Psychics, Learnswell, Accredible, Paybotic Financial, RPI Printing, Whistle Smart Devices, WorkHuman

Freelance Contributor - Encyclopaedia Britannica

Oct 2022 - Present

-Articles: Bertha Benz, Butthole Surfers, Roy Lichtenstein's *Whaam!*

-Scripts: Phases of the Moon, Iranian Hostage Crisis, Who Was Mikhail Gorbachev

SEO Copywriter - Coalition Technologies

Jan 2022 - Jan 2023

-SEO blogs, product pages, PR articles, landing pages, etc

-Industries: cannabis, women's clothing, home improvement, luxury brands, etc

Lead Copywriter - Home Chef

Feb - Oct 2021

Jr Copywriter, Aug 2019 - Feb 2021

-Multi-level campaigns, paid ads, organic ads, UX copy, emails, social campaigns, newsletters, consumer retail packaging, direct mailers, brand voice redesign, video and radio scripts, etc

Copywriter Intern - VSA Partners

June - Aug 2019

-Brainstormed digital and social activations with accompanying headlines and taglines

-Social media posts, brand manifestos, and presentation decks

-Clients: Rust-Oleum, Ritter Sport, Busker Irish Whiskey

EDUCATION

B.A. CREATIVE ADVERTISING

Loyola University Chicago
2015 - 2019

Immaculate Heart High School
Los Angeles, CA
2011 - 2015

FLUENCY

English Spanish

Gen Z

SKILLS

Copy Editing Copywriting

Landing Pages SEO Deck Pitches

Translations Blog Posts Paid/Organic Ads

Scriptwriting Display Ads Twitter UX writing

Emails PR Articles Instagram LinkedIn

Making Ice Cream Muay Thai Kickboxing

Improv & Sketch Comedy

REFERENCES

Available upon request

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