

# Michael David Robinson II



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## What I'm About

Digital copywriting backed by 14 years of experience in editorial problem solving, conceptual thinking, and keeping up with the technological Joneses.

## Work Experience

### Freelance

#### Web Content Writer/Consultant

WC3 Media • Philadelphia, PA • 12/2008-Present

- Consults with WC3 Media clients on copy/web layouts.
- Brainstorms with web designer/SQL consultant on web layouts.
- Provides talking points to account reps for creative briefs.
- Generates content for sales letters/landing pages.
- Coordinates and manages timelines for editorial projects.
- Edits/places copy in Dreamweaver layouts.

### Corporate

#### Senior Copywriter

The American College • Bryn Mawr, PA • 02/2008 – 10/2008

- Monitored and updated website for SEO maintenance.
- Planned portals/landing pages with web designers.
- Researched and wrote monthly eNewsletter.
- Generated content for corporate website/landing pages.
- Conceptualized new product branding.
- Coordinated and managed timelines for numerous editorial projects.
- Edited/placed copy in Dreamweaver layouts.
- Assigned projects to freelance/in-house designers.
- Delivered designers/junior writer performance evaluations.
- Motivated and supervised junior writer/intern.
- Wrote and produced promotional videos for The College website.
- Wrote senior management correspondence/sales letters.
- Wrote prospect comps for sales staff.

#### Writer

The Vanguard Group • Malvern, PA • 05/2000 – 02/2008

- Wrote various investor education collateral materials.
- Relied on deep collaboration with other creatives.
- Developed engaging creative briefs.
- Developed, managed and updated content for client intranets.
- Wrote technical manuals for client Human Resources departments.
- Wrote prospect comps for sales staff.
- Electronic communications writer.
- Coordinated and managed timelines for numerous editorial projects.

#### Writer/Communications Consultant

PECO Energy • Philadelphia, PA • 02/1999 – 04/2000

- Researched articles for corporate newspaper.
- Wrote bill stuffers.
- Internet/intranet writer/content manager.
- Wrote scripts for corporate videos.
- Wrote corporate press releases.
- Managing Editor of corporate merger publication.
- Edited/placed copy in Dreamweaver layouts.

### Writer

Antique Automobile Museum of Hershey • Hershey, PA • 02/2009  
"Digital Museum & Photo Productivity Suite" Software Brochure

- Wrote, edited, and designed print brochure with InDesign.
- Led face-to-face/conference calls with client.
- Provided advice on printing.

### Copywriter

Softmart • Downingtown, PA • 04/1998 – 02/1999

- Wrote, edited and managed corporate sales newsletters.
- Wrote, edited, and managed corporate IT magazine.
- Supervised work of junior copywriter.
- Proofread, edited, and wrote for global customer newsletter.
- Wrote/conceptually designed direct mail campaigns.
- Created and wrote corporate event themes.
- Edited/placed copy in Dreamweaver layouts.
- Wrote advertisements and pullout sections for product catalogs.
- Conceptualized and titled product catalogs.
- Interviewed outside sources (technology experts, government officials) for magazine and newsletter articles.
- Wrote and conceptually designed broadcast fax marketing campaigns.

### Marketing & Media Services Coordinator

Comcast-Spectacor • Philadelphia, PA • 04/1995 – 04/1998

- Wrote and conceptually designed sales collateral.
- Scripted and produced corporate sales and industrial videos.
- Wrote, produced and directed Wachovia Complex broadcast spots.
- Wrote and conceptually designed original Wachovia Complex website.
- Wrote and updated in-arena company kiosk advertising.
- Created original Philadelphia Phantoms Hockey Club team slogan.
- Executed Philadelphia Phantoms inaugural season advertising campaign.
- Coordinated ad print/broadcast ad traffic.
- Prepared oral and written expenditure reports for senior management.

## Education

Temple University  
Major: Print Journalism  
1988-1992  
Ellis College (NYIT)  
Major: Advertising

## Technology Skills

HTML	InDesign
Corel	Quark
Office	Dreamweaver
Mac & PC	