



# MICHAEL BARTOLOMEI

COPYWRITER. CONTENT PROVIDER. STORYTELLER.

## Profile

I am a professional writer specializing in copywriting, brand strategy and content creation. I work remotely but rely on the professional development gained from collaborating with creative, dedicated team members.

## At a Glance

### Skills

Copywriting	●●●●●
Blogs/Content	●●●●●
Social Media	●●●●●
Email Marketing	●●●●●
Video Scripts	●●●●●
SEO	●●●●●

### Languages

English	●●●●●
Spanish	●●●●●

## Education

### ● University of California Los Angeles (UCLA)

Los Angeles, California | 1997 - 2000

Bachelor of Arts | English Literature

## Experience

### ● Freelance Copywriter & Content Provider

MBcopy | 2017 - Present

Founded the copywriting and marketing services company MBcopy.com which provides a full compliment of services including:

- UX Copywriting
- Keyword Optimized Articles
- Social Media Marketing
- Sales Letters
- Email Campaigns
- Video Scripts
- Editing Services

### ● Copywriter & Social Media Manager

Hotel Punta Zicatela via MBcopy | June 2019 - Present

- Wrote all elements of the company's hospitality site including, brand story, tours, events and room descriptions
- Managed all social media accounts
- Consulted on marketing strategy

### ● Copywriter & Marketing Consultant

1Hour Break via MBcopy | June 2018 - September 2019

- Wrote all elements of the company's ecommerce site including, mission statement, brand story and product descriptions
- Consulted on and created lead capture and email auto-response marketing materials
- Created B2B marketing materials
- Recruited a freelance writing staff
- Editor of and contributor to the Innovative Lifestyles blog

### ● Copywriter & Content Consultant

SixThreeZero via MBcopy | July 2018 - August 2018

- Wrote core landing pages for the company's ecommerce site
- Consulted on design and UX content

## Contact

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🌐 www.mbcopy.com

in <https://www.linkedin.com/in/mbcopy1/>

🐦 <https://twitter.com/MBabroad>

## **Copywriter & Brand Strategist**

A/O Bicycle Co. via MBcopy | March 2018 - May 2018

- Wrote all elements of the company's ecommerce site including, mission statement, brand story and product descriptions
- Helped to define the overall brand strategy
- Worked with the designer to improve buy flow and user experience

## **Content Provider & Video Host**

TEFL Institute of Ireland via MBcopy | September 2017 - July 2018

- Wrote articles on issues related to teaching English abroad
- Hosted a video series providing practical advice to job seekers

## **English Language Instructor & Team Leader**

Various Institutions | November 2010 - June 2015

- Taught English as a second language in Thailand, the Czech Republic and Saudi Arabia
- Managed teams of 6-8 teachers
- Wrote a variety of educational materials

## **Marketing Manager**

Canon Communications LLC | October 2004 - September 2010

- Managed a three person team responsible for all aspects of global marketing in Canon's \$25 million (annual) Medical Device Brands division
- Wrote and edited hundreds of marketing communications promotions each year to be distributed across a multimedia platform
- Managed all event planning activities for participation in leading industry events including; MEDTEC Europe and MEDTEC China
- Conducted extensive market research and led company-wide training sessions on research best practices
- Conducted marketing strategy reviews with key clients to educate them on how to best achieve their business goals through advertising
- Revamped corporate media guide policies and spearheaded the creation of a central website for media information

## **Account Executive**

Sky Advertising | August 2003 - October 2004

- Sold Sky Advertising's recruitment advertisement services to clients in multiple industries
- Wrote and edited recruitment advertisement text aimed at helping clients find the best available candidates

## **Director of Development**

Mandeville Films and Television | September 2000 - July 2003

- Worked with professional screenwriters to refine story plot and pacing
- Helped facilitate screenplay sales between agencies and film studios

## **On a Personal Note**

I have been living and working abroad for nearly a decade. In the beginning, there were few companies that embraced the remote work model and fewer still that understood the culture. That has changed. I am ready to join a team. I am ready to help your business grow.