

MICHAEL MELLINI

COPY MANAGER, WRITER, AND CONTENT EDITOR

 (847) 207-8945  Michael.mellini@gmail.com  [Michael-mellini.com](https://www.Michael-mellini.com)  [Linkedin.com/in/Michael-mellini](https://www.linkedin.com/in/Michael-mellini)

KEY SKILLS

- Copywriting
- Scriptwriting
- Editing
- Ghostwriting
- Creative strategy
- Campaign concepting
- SEO
- User experience
- Project management
- Video and photo production
- Brand identity
- Public relations
- Internal and external communications
- Content creation
- Cross-functional team building

WORK STYLE

- Creative and strategic thinker
- Respectful and transparent collaborator
- Stellar writer
- Efficient multitasker
- Empathetic idealist
- Energetic problem-solver
- Disciplined deadline achiever
- Diligent goal-setter
- Deft humorist
- Persuasive speaker
- Principled advocate
- Charismatic creative

INFP Personality Type -
Open-minded and imaginative; apply a caring and creative approach to everything they do.

PROFESSIONAL PROFILE

Fusing 10+ years of experience in the arts and culture and corporate consulting fields, I create content and marketing materials covering a range of urgent topics in an entertaining, informative, and persuasive style—developing compelling assets that drive sales, engage readers, and enhance brand reputation.

EXPERIENCE

COPY MANAGER (2021 – Present)

SENIOR COPYWRITER (2018 – 2021)

[Moss Adams](#) / Seattle, WA

Head marketing writer for the largest accounting and consulting firm headquartered in the West—synthesizing technical, complex concepts into clear, concise language that educates and guides business owners through the economic disruption of COVID-19, technology changes, and other obstacles

- Write, ghostwrite, and edit 200+ short and long-form articles, video scripts, e-mails, reports, and internal communications annually on tight deadlines—highlights include increasing article traffic 8 times over prior year, user time spent reading articles 33%, and e-mail click rates 60% during initial months of COVID-19; 1.5 million+ website visitors in 2022; and 26% firm revenue growth over three years to exceed \$1 billion
- Build trust, extract priority messaging, and incorporate feedback from subject matter experts to develop thought-leadership content in 30+ industries including tech, e-commerce, health care, aerospace, and more
- Enhance user experience on firm website by developing and writing web pages; 100+ pages updated from previous company brand
- Define voice and implement brand and style manual guidelines to maintain consistency among 4,400+ professionals in 30+ locations
- Develop infographics, videos, and visually engaging content with design team and steered implementation of Ceros graphic program
- Manage and develop skills of junior copywriter team and contract writers

MARKETING COMMUNICATIONS COORDINATOR

[Goodman Theatre](#) / Chicago, IL / 2014 – 2018

Guided campaigns from concept to final product for “America’s best regional theater” (*Time* magazine), selling 17,000 season memberships annually

- Wrote copy for digital, TV, radio, and print advertising; highlights include pre-Broadway run of *War Paint* (monthly ticket sales of \$3 million)
- Evolved theater’s video output to meet social media trends; served as lead video and photo shoot producer by scouting locations and securing permits, hiring talent, and coordinating production and budget needs
- Increased public awareness of the theater’s impact on civic life by writing press releases and external communications, including highlighting opening of its education center
- Project-managed advertising materials, ensuring graphic designers met 25+ distribution deadlines weekly
- Managed internal communications among 15+ departments

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AWARDS

BEST WRITING,

BEST FILM

Knockout

The 48 Hour Film Project

2018 – Chicago

Film subsequently [screened](#)
[at the Cannes Film Festival](#)

EDUCATION

BACHELOR'S DEGREE IN
JOURNALISM

Indiana University
2009

EXPERIENCE - CONTINUED -

NEWS EDITOR

Broadway.com / New York, NY / 2010 - 2013

Determined which vibrant and captivating cultural events merited coverage and would drive traffic to maintain website's status as Broadway's leading editorial destination

- Assigned 100+ weekly deadlines to staff writers
- Managed and developed content for Facebook, Twitter, and Instagram pages
- Edited reporters' content for quality and brand voice
- Organized and promoted annual Audience Choice Awards ceremony, hosted by Vanessa Williams, Wendy Williams, and Darren Criss
- Conducted 200+ celebrity interviews (highlights include Hugh Jackman, Robin Williams, Samuel L. Jackson, Patti LaBelle, and Green Day) and created on-the-scene content for The Tony Awards, opening nights of *The Book of Mormon*, *Spider-Man*, *Les Misérables* film, and more