

# Michael Erpenbach – Copywriter

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## Experience

**TOAD & CO.** Remote  
**FREELANCE COPYWRITER** 06/2022 – 03/2023

- Wrote creative consumer facing email copy, subject lines, and product callouts that reached thousands of global and retail customers every week.
- Developed detailed but concise product descriptions for 30 new products for the 2023 apparel catalogue.
- Created social media captions and ad copy that received over 500 likes on Instagram.
- Thrived in deadline driven environment while monitoring branding, industry trends, and product communication goals.

**ASO MAMMOTH** Remote  
**COPY/CONTENT WRITER** 08/2018 – Present

- Write unique weekly action sports content that matches the interest of the locals and millions of tourists who visit Mammoth Lakes alike.
- Review Google analytics and site metrics to determine which SEO content performs the best while maintaining a unique annual page view count of over 180,000 per year.
- Research outdoor recreation activities for every season to write SEO-fueled blog posts that receive over 6000 unique page views per year.
- Consult on the direction of the website's marketing strategy and SEO by copy editing and proofreading other writers' copy to ensure its quality and tone match that of the website while aiming to lower bounce rate below 40%.

**NIIT COGNITIVE ARTS** Chicago, IL  
**CONTENT DEVELOPER** 09/2017 – 08/2022

- Wrote and designed engaging e-learning content, courses, and copy with a team of UX designers for clients such as USAA, State Farm, and World Bank.
- Copyedited and developed written and animated internal communications using Adobe Creative Suite and Microsoft Office that reached thousands of employees within Fortune 500 companies.

**JOHN FANCHER AND ASSOCIATES** Remote  
**COPYWRITER** 02/2015 – 08/2018

- Created daily marketing emails that took a product's strongest unique selling point and composed it into engaging copy that corresponded with current events and pop-culture while remaining authentic.
- Copyedited and proofread client web pages to improve sales through error-free typing and perfect grammar.
- Wrote focused and effective web copy by using reading level calculators and powerful calls to action to increase the impact of copy and content.

**ABSOLUTION (FILM)** Chicago, IL  
**SOCIAL MEDIA COORDINATOR** 05/2016 – 08/2016

- Composed and shared engaging posts and tweets using relevant and trending ideas, information, and media to add over 100 new followers on Facebook.
- Worked with the directors to plan and execute a social media campaign that built engagement with over 11,000 people over 3 months.
- Researched and shared articles, videos, and partnerships to increase followers by 40% over 3 months.

## Education

**DEPAUL UNIVERSITY** Chicago, IL  
Bachelor of Arts in Digital Cinema, Concentration in Writing for Screen and Television June 2017