Phone: (718) 440-4344 **Email:** mike.m.boyce@gmail.com

MIKE BOYCE – Copy + Content

EXPERIENCE

Gannett/USA TODAY, New York, NY — *Content Strategist/Editor* AUG. 2021 – PRESENT

- Develop written branded content for USA TODAY advertisers. Clients include Amazon, Siemens, Mayo Clinic, Novartis, Discover, and many others.
- Execute campaigns both national and local in scope as part of a nationwide, cross-functional creative team.
- Assigning pieces to network of freelancers to suit client needs and connect with readership while upholding and exercising strict editorial standards. Includes proofreading and fact-checking as well as editing for tone and readability.

The Fesco Group, Brooklyn, NY — *Copywriter*

APRIL 2019 – AUG. 2021

- Wrote creative, effective consumer-facing and B2B copy for multiple channels: marketing materials, product packaging, catalog listings, and sales pitches for a high-volume electronics company.
- Worked closely with integrated marketing leads to develop storytelling strategies for new and legacy brands.
- Created names for new products, wrote taglines, crafted detailed product descriptions, wrote social media copy, and more as company's sole copywriter.

BrandYourself, New York, NY — *Creative Content Lead*

SEPT. 2018 – APRIL 2019

- Led 8-writer team strategizing and writing high-quality SEO content to satisfy a wide variety of client objectives and subject matter.
- Wrote and edited content for 15-25 concurrent campaigns on strict deadlines in addition to managing the content team.

BrandYourself, New York, NY — *Content Strategist*

MAY 2017 – SEPT. 2018

- Delivered longform thought pieces for third party placement as well as short form social media, blog posts, press releases, emails, and internal messaging documents.
- Landed articles in publications including Fortune, Entrepreneur, TechCrunch, Forbes, and more.

EDUCATION

School of Visual Arts, New York, NY — *Continuing Education*

Summer – Fall 2016

3 semesters of coursework in advertising copywriting

Cleveland State University, Cleveland OH — *BA, Media Studies*
Graduated Fall 2015