MICHELE SPACCAFERRO

scopacreative.com (pw: Basketball)
mspaccaferro@gmail.com | 630-464-5779

Awards: 2023 Gold Clio for Student Print | 2022 One Club Miami Merit

WORK EXPERIENCE

Creative Copywriter, Lebanon, NJ — Jan. 2025 – Present
CornerPxl

- Orchestrated full-funnel, cross-channel copy for web, social, sizzle reels, signage, and AI voice scripts to drive lead generation, donations, engagement, and event registrations for nonprofit, military, fashion, and financial clients
- Collaborated with Digital Marketers to develop high-conversion strategies with Communications Designers to align visual messaging for social, and with Social Media Managers for channel-optimized content
- Led copy and messaging strategy for STEM fundraising campaign, achieving an average of 40% open rates and $20,000 across 12 emails, resulting in a 203% increase in YoY total donation amount, a 201% increase in YoY recurring payments amount, and a 244% increase in YoY average donation amount.
- Crafted persuasive messaging for a local nonprofit's fundraising campaign, raising $50,000 to secure a matched contribution
- Authored a narrative-driven fundraising slick for NYC Department of Veteran Services' 2026 "Homecoming of Heroes" Parade and "Flames of Honor" Memorial, securing $6M+ in funds and project approval

Copywriter I, Fort Lauderdale, FL — Oct. 2023 – Sept. 2024
Tambourine

- Crafted web copy for over 50 hotel, restaurant, and hospitality brands. Developed a tagline for the Nevis Tourism Authority, earning shortlist recognition
- Delivered long and short-form copy, including headlines, captions, print collateral, landing pages, and websites, while interpreting and addressing client feedback
- Oversaw interdepartmental AI creativity efforts, pioneered research, developed a model for company use, and led best practices demonstration
- Collaborated cross-functionally to solve development issues, fulfill client requests promptly, and ensure consistent UX with Directors, ADs, Social, AEs, and PMs

Copywriting Intern, Miami, FL — Oct. 2022 – May 2023
Alma DDB

- Collaborated with Senior Creative Teams on concepts, headlines, and OLV messaging for international McDonald's, Coors brands, and ChangeTheRef campaigns, created a tagline for produced Miller High Life LATAM commercials, and developed and produced a 360 campaign for Prime Video USA

Copywriter Freelancer, Miami, FL — Sept. 2021 – Dec. 2025
Cinema Italy, LMR Tackle, BLK, Seekr, Doc & Glo

- Collaborated with Strategists & Art Directors to concept, pitch, and produce print advertising to promote an international film festival in Miami
- Researched, ideated, created, and pitched a digital campaign promoting a new feature on a dating app for the Black community, a 360 campaign for a local job search start-up, and

EDUCATION

Florida International University & **Miami Ad School**, Miami, FL — May 2023
Master's Degree in Mass Communications & Copywriting Degree — GPA 3.89

Florida Gulf Coast University, Fort Myers, FL
Bachelor of Science in Marketing — GPA 3.20

Skills: Script Writing, Creative Concepting, Communication, Problem Solving, Proofreading, Editing, Social Media, SEO, Adobe Creative Suite, Google Workspace, Microsoft Office