

MICHELE SPACCAFERRO

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

Brand experience includes Miller High Life LATAM, Prime Video USA, NYC Department of Veterans' Services, and 50+ restaurant and hospitality brands.

WORK EXPERIENCE

Freelance Copywriter | Cinema Italy, LMR Tackle, BLK, Seekr, Doc & Glo

NJ | Sept. 2021 – Present

- Concepted, pitched, and produced print advertising for an international film festival
- Pitched and sold a 360 campaign for a local job search start-up

Creative Copywriter | CornerPxl

Lebanon, NJ | Jan. 2025 – July 2026

- Authored narrative-driven fundraising collateral for NYC Department of Veterans' Services 2026 "Homecoming of Heroes" Parade and "Flames of Honor" Memorial, securing \$6M+ in funds and city approval
- Led ASME Foundation fundraising campaign, achieving a 40% average open rate across 12 emails, a 203% increase in YoY total donation amount, and a 244% increase in YoY average donation amount
- Crafted persuasive messaging for local nonprofit Feeding Hands fundraising campaign, raising \$50,000 to secure a matched contribution
- Helped build Before You Assume, a social commentary TikTok brand, editing and remixing video content in Premiere that earned 1M+ views on a single video and grew the channel to 3,000 followers
- Crafted the narrative for Carl Marks Advisors rebrand presentation
- Managed client relationships and conducted stakeholder interviews to develop full-funnel copy across web, social, email, promotional signage, and video for nonprofit, military, fashion, and financial accounts
- Coordinated print vendor timelines, influencer partnerships, and content production, overseeing editing of digital content and instructing team members to meet deadlines
- Produced internal case studies using quantitative data from current and past client campaigns

Copywriter I | Tambourine

Fort Lauderdale, FL | Oct. 2023 – Sept. 2024

- Developed a tagline for the Nevis Tourism Authority, earning shortlist recognition
- Crafted web copy for over 50 restaurant, hotel, and hospitality brands, interviewing stakeholders to capture each brand's voice and positioning
- Delivered long and short-form copy, including headlines, social captions, print collateral, and websites, while interpreting client feedback
- Oversaw interdepartmental AI creativity efforts, pioneered research, and developed a custom GPT for company use, instructing team members on adoption and working alongside junior designers

Copywriting Intern | Alma DDB

Miami, FL | Oct. 2022 – May 2023

- Produced McDonald's World Cup radio ads and Miller High Life LATAM video commercials
- Developed concepts and produced a Prime Video USA 360 campaign
- Concepted spec campaigns, messaging, and headlines for international McDonald's, Coors brands, and ChangeTheRef campaigns

EDUCATION

Florida International University & Miami Ad School, Miami, FL — May 2023

Master's Degree in Mass Communications & Copywriting | GPA 3.89

Florida Gulf Coast University, Fort Myers, FL

Bachelor of Science in Marketing

SKILLS

Messaging strategy, Brand voice strategy, Campaign concepting, Research & stakeholder interviews, Client relations, Project management, Cross-functional coordination, Vendor management, Presentation development, Social media management, Video filming & editing (Premiere Pro, CapCut), Script writing, SEO, Canva, Figma, Adobe Creative Suite, Microsoft Office Suite, AI creative tools