MICHELLE PIZZURRO

Senior Copywriter

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ABOUT ME

With more than a decade creating content across retail, wellness, tech, and healthcare industries, I thrive at building brand strategy and creating messages that connect products and services to those that benefit from them. My background spans performance-driven digital work for brands like Abbott Nutrition, Wayfair, Victoria's Secret, and Ferguson's luxury portfolio of lighting and bath designs.

WORK EXPERIENCE

FERGUSON BRANDS 03/25 – *Current Senior Copywriter - Project-Based*
Craft brand stories, and digital content for Ferguson's luxury lighting and bath portfolio. Strengthen organic visibility and on-site engagement by aligning messaging with search intent and UX best practices.
Core strengths: SEO product copy • UX writing • Web content strategy • Cross-functional collaboration • Brand storytelling

THE SHIPYARD 08/22 – 01/25 *Senior Copywriter*
Developed integrated digital content across paid, earned, and owned channels for Abbott Nutrition, EōS Fitness, Burger King, Shields Health Solutions, and more. Produced SEO web content, PPC and SEM-supported campaign messaging.
UX writing • Integrated campaign development • SEM-aligned messaging • B2C/B2B • Scriptwriting • Agency workflow

WAYFAIR *03/22 – 10/22 Senior Copywriter*
Led voice development for Kelly Clarkson Home and named/branded the Nora bed & bath label. Created web, social, and e-commerce content optimized for search visibility and conversion, ensuring alignment with Wayfair's digital merchandising and UX frameworks.
Brand identity • Tone of voice • SEO-supported product naming • Digital content creation

SANMAR *02/21 – 03/22 Creative Brand Strategist & Senior Copywriter*
Collaborated with Art Directors to strategy leads the Mercer+Mettle and Volunteer Knitwear brand guides for the largest distributor in the US of ready-for-decorator apparel industry.
Brand Guide Creation • Tone of Voice Creative Direction • Integrated Campaign Creation Brand • Script Writing

SCOTTS MIRACLE-GRO *03/20 – 08/20 Content Writer*
Produced SEO-optimized Amazon product pages for Hawthorne Gardening Company, improving search ranking, clarity, and conversion for home growers and cannabis cultivators. Applied UX writing principles to simplify complex product information.
Amazon SEO • UX copywriting • E-commerce optimization

LANE BRYANT *12/17 – 08/19 Senior Copywriter*

Empowered and celebrated the plus-size community with social-first body positive storytelling across paid, earned, and owned digital channels.

Digital Campaign Writing • Short Form Social Media Copywriting • Email Content Writing • Web Content •Storytelling • B2C

FRONTGATE 01/17 – 11/17 *Senior Copywriter*

Grand design meets grand words. As a digital and catalog content writer, it was a privilege to shine light on the inspiration and craftsmanship behind each furniture collection. Long-From Copywriting • Social Media • Email Content Writing • SEO Blog Writing • Web Content • Furniture & Home Decor

ALDO *07/15 – 01/17 Copywriter On-Site; 01/17 – 03/20 Freelance Remote*

Stepped the brand forward with fashion-first email, PPC campaigns, product descriptions, and web stories, while shaping the brand's unique tone of voice, packaging, and naming products that appeal to the Style Seeker.

Campaign Writing • Social Media • Email Content Writing • Blog Writing • Web Content • B2C • Product Naming

VICTORIA'S SECRET & PINK *02/14 – 07/15 Copywriter*

Created web and email series copy and named sportswear and bras for the world's most iconic name in lingerie.

Integrated Marketing Campaign Writing •Social Media • Email Content Writing • SEO Blog Writing • Web Content • B2C

BATH & BODY WORKS *02/12 – 02/14 Copywriter*

Led editorial content for *The Daily Bubble* blog, producing SEO-optimized storytelling that increased organic reach and supported product launches.

SEO content • Editorial storytelling • Web content

EDUCATION

THE OHIO STATE UNIVERSITY *2002*

Bachelor's Degree Italian Language & Art History

UDACITY *2024*

Digital Marketing Nanodegree

Learned best practices to achieve positive ROI for email, PPC, SEM, and SEO integrated marketing campaigns.

SKILLS

SEO content strategy • SEM-aligned messaging • UX writing • Web content architecture • Creative concepting • Storytelling • SaaS B2B copywriting • Brand identity development • Integrated campaign creation • Scriptwriting • AI-enhanced content creation (Midjourney, ChatGPT, Canva) • Adobe Creative Suite • Project & team management (Basecamp, Workday, Workfront, Monday.com)