

MICHELLE PIZZURRO

Senior Digital Copywriter

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ABOUT ME

Every brand has a story, and I've had the privilege of bringing dozens of them to life. I thrive on developing big ideas and translating them across the digital ecosystem. Over the years, I've learned from some of the most recognized names—from retail giants to leaders in health initiatives. I aim to share my creativity and collaborative spirit by working with art directors and strategic leaders to craft messages that make a lasting impact.

WORK EXPERIENCE

FERGUSON BRANDS 03/25 – *Current Senior Copywriter - Contract*

Create compelling, brand-aligned content across Ferguson's portfolio of luxury lighting and bath brands. Develop product copy, brand stories, and marketing materials that enhance visibility and support sales. Collaborate with cross-functional teams to maintain consistent voice, elevate user experience, and highlight design excellence.

THE SHIPYARD 08/22 – 01/25 *Senior Copywriter*

Hopped aboard The Shipyard through its acquisition of Fahlgren Mortine. Developed integrated marketing content across paid, earned, and owned social and campaigns for Abbott Nutrition, EōS Fitness, Burger King, JobsOhio, Experience Columbus, Shields Health Solutions, and more.

UX Writing • Creative Direction • Integrated Campaign Copywriting • Pharmaceutical Client Work • Script Writing • B2C • B2B • Agency

WAYFAIR 03/22 – 10/22 *Senior Copywriter*

Authored "The Voice" by creative directing and ghostwriting short form social media copy for Kelly Clarkson's collection and named and branded the Nora label of bed and bath collections.

Brand Guide Creation • Tone of Voice • Creative Direction • Integrated Campaign Creation • Brand Identity • Product Naming

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*

Senior Copywriter & ACD

Crafted compelling, buzzworthy, and search engine optimized packaging copy on Amazon product pages to inspire and inform home growers and cannabis enthusiasts about Hawthorne nutrients.

Amazon SEO Copywriting • Cannabis Growing Product Description Writing • UX Copywriting

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 blog and product description writer, it was my privilege to tell the incredible stories behind the elegant furniture designs featured in the iconic print direct mail catalog.

Long-Form 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, 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*

Served as the creative lead for the brand's blog, *The Daily Bubble*, crafting editorial content and immersive storytelling that brought fragrances to life.

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

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, social media, content, and SEO research

SKILLS

Creative Concepting, Strong Storytelling Skills, Saas B2B Copywriting, Strategic Brand Identity Development, Integrated Marketing Campaign Creation, Client Presentations, UX Content Strategy Adobe Creative Suite, Script Writing and Storyboarding, AI-Enhanced Content Creation: Midjourney, ChatGPT, Canva Project & Team Management Basecamp, Workday, Workfront and Monday.com.