

Michael Davis
Senior Copywriter

Objective:

My goal as a writer, and more importantly, a thinker, is to create solutions. It begins with asking questions to understand the problem and finding a common human truth in order to craft and apply the best possible answer.

Education:

The Creative Circus- Class of 2002
Post-Graduate Certification: Copywriting

Westminster College- Class of 1999
Bachelors of Fine Arts Marketing/Biology

Work Experience:

Hudson Rouge (2015-present)

My time with Hudson Rouge has allowed me the opportunity to sharpen my digital copywriting skills. I have acted as the lead digital writer on the rebirth of the Lincoln Continental, the all-new 2016 Lincoln MKZ and a number of other digital initiatives.

Leo Burnett Detroit (2007-2015)

Work for ACDelco, Certified Service, Buick, GM Fleet & Commercial, and more crossed a wide array of platforms including print, radio, digital, and broadcast. In addition, I was extremely fortunate to be part of teams that created award-winning campaigns for [Detroit Public Schools](#) and the [Troy Library](#).

Campbell-Ewald (2003-2007)

Working with Campbell-Ewald's Chevrolet retail group offered eye-opening exposure to the industry. My initial responsibilities centered on altering existing retail work. With persistence I broke into the regional team and began creating original broadcast and print work for the Chicago and Texas marketing groups.

Computing Competencies:

Microsoft Office- Word/Excel/PowerPoint

Adobe Creative Suite- InDesign/Photoshop/Illustrator (Yes, a writer that can kern.)

Honors and Awards:

Campbell-Ewald Employee of the Year (2005)

Silver, Gold, and Grand Effies-Detroit Public Schools (2010)

St. Bonaventure University guest lecturer (2011, 2012)

Cannes Gold Lion (and many more) – Troy Library Book Burning (2011)

Portfolio:

Samples of my work can be viewed at davisideas.com.