





M I C H A E L C A M B A R D E L L A

BRAND STORYTELLER

CONTACT

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-  www.storytelling.studio

ABOUT ME

I am a highly self-motivated creative who is passionate about helping people, communities, and organizations uncover their story. There's a magical moment when a narrative emerges, and their purpose becomes clear. Suddenly, there's more meaning behind who they are, what they do, and why they do it.

These are the reasons I enjoy the world of words and love collaborating with those who feel the same. My work can be found at www.storytelling.studio

EDUCATION

Copywriting

The Creative Circus
2007–2009

BBA, Marketing

The University of Georgia
2003–2006

SOFTWARE / E - COMM CLIENTS

VMware
x.ai
ArtCloud
BridgetoneTires.com
FirestoneTires.com
SmartNeighbor.com
ServeScape.net

WORK EXPERIENCE

FREELANCE SENIOR COPYWRITER

Storytelling.studio | Jan 2015 – Current

- Write for a variety of media including print, video, web, and social.
- Collaborate with designers, art directors, creative directors, and copywriters to ensure overall story and branding objectives are met.
- Portfolio: www.storytelling.studio

Clients

BCG, Reebok, Samsung, Mizuno, adidasGolf, Alabama Power, Ashton Woods, Zaxby's, Bridgestone, Georgia Natural Gas, American Cancer Society, Southern Company Gas, CREDO Mobile

Agencies

SapientRazorfish, YML, Public School, iris, FortyFour, My Friend's Nephew, Macquarium, Adrenaline

Select Projects

SmartNeighbor.com

- Created, Developed, and Named a new brand for Southern Company.
- Developed the Strategic Foundation, incl. Vision, Mission, and Values.
- Wrote the Brand Manifesto, social copy, all site copy, and Anthem.
- Developed the social media strategy.

American Cancer Society

- Developed the Strategic Foundation incl. Vision, Mission, Values.
- Wrote all site copy and Anthem.

Starlight Homes

- Created a new brand for Ashton Woods, incl. Vision and Mission.
- Wrote the Brand Manifesto and Anthem.

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SKILLS

PROFESSIONAL

Concepting/Ideation
Copywriting
Brand Strategy
Business Development
Digital/Social Marketing

TECHNICAL

Microsoft Office
Google Docs
Adobe InDesign
Hubspot
Formstack

AWARDS

Atlanta Addy
Awwwards
FWA Mobile of the Day
D&AD

WORK EXPERIENCE CONTINUED

SENIOR COPYWRITER

SapientRazorfish | May 2010 – Dec 2014

Rose from the ranks of Associate Copywriter to Copywriter to Senior Copywriter. Assisted on pitches that won new business.

Select Projects

Ashton Woods

- Developed the Brand Voice from scratch.
- Led copywriting efforts for rebrand and new site.
- Wrote the Brand Manifesto.

Bridgestone Tires

- Established Bridgestone's new voice – a smart, witty tone that supports their brand promise of delivering premium tires.
- Assisted in copywriting efforts for rebrand, new site and social campaigns.
- 51% increase in YOY traffic.
- 845k+ Facebook Fans (800% increase).
- 10M+ YouTube Views (400% increase).

Firestone Tires

- Contributed copywriting for:
 - Complete site overhaul
 - Social campaigns
 - Banner ads
 - SEO copy

AT&T

- Contributed copywriting for:
 - Social campaigns
 - Banner ads
 - SEO copy