

MICHAEL SHEA

BRAND COPYWRITER & VIDEOGRAPHER in NYC

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(802) 989-2882

EXPERIENCE

Copywriter at Mediabrands Content Studio (IPG) // CURRENT

CLIENT: General Mills (Totino's, Chex, Pillsbury, Cheerios)

Copywriter for General Mills brands.

Freelance Copywriter at Multiply, INKFISH, Murder Hornet, and Flint & Steel // 2024 - 2025

CLIENTS: trüfrü, TAZO, YETI, Espolón, Hi-Chew, Bazooka Candy (Push Pop, Baby Bottle Pop), Factor

Created copy for campaigns across digital, social, and new business for multiple agencies.

Led development of trüfrü's tone of voice guide and related client-facing presentations.

Junior Copywriter at Laundry Service // (CONTRACT) 2023

CLIENTS: Meta, AT&T

Developed digital & experiential campaigns for Meta & AT&T, where I wrote scripts, treatments, and advised production during video shoots conceived with my partner.

Copywriter Intern at the community // 2023

CLIENTS: Verizon, Volkswagen, Smirnoff Ice, Pep Boys, Perfect Bar, Cantaritos

TV & digital campaigns, OOH for the launch of Perfect Bar, produced Smirnoff Güiro (Ads of the World)

Creative Intern at McKinney // 2022

CLIENTS: Little Caesars, Blue Diamond, Stop & Shop, Pulte Group

TV & digital campaigns, on-set for TV production. Concept & copy for Little Caesars' Galleroni (Webbys).

EDUCATION

VCU Brandcenter

M.S. in Business/Branding // GRAD. 2023

COPYWRITING TRACK.

Young Ones Shortlist, Spotify (2023),
Live Client Winner, Oatly! (2022).

VCUarts

B.F.A. in Kinetic Imaging // GRAD. 2020

CONCENTRATION IN VIDEO.

Video, animation, sound design program.
Film work screened at Rough Cut, Crown Shy.
Game design work featured in Digital America.

AWARDS & RECOGNITION

Webbys (Nominated), Young Ones (Shortlist),
Richmond Ad Show (Gold, Student),
Ads of the World & Little Black Book
(Smirnoff Güiro), Ad Age (Meta AI)

SKILLS

CREATIVE: Concepting, brand voice, storytelling,
integrated campaigns, product launches, strategic insights,
brand activations & merch

WRITING: TV, scriptwriting, digital, social, experiential,
OOH, ecommerce, packaging, long & short form copy

TECHNICAL: Video production, editing, sound design,
photography, Adobe Creative Suite (Premiere, Photoshop,
Illustrator, After Effects)

OTHER: Production experience, pitching & presenting
to clients, Gen Z culture & trend insights,
getting dogs to like me

CREATIVE OBSESSIONS

Twin Peaks, Charli XCX, Powerpuff Girls,
Denis Villeneuve, The Muppets, X-Men,
Trent Reznor, Suspiria, Analog synthesizers