

Michael Robelli

STRATEGIST & COPYWRITER

Ciao

I have been thoroughly underwhelmed by most pizzas ever since I visited my origins in Como, Italy. And somehow I said 'ciao' more often than I ate pizza. That's a merda ton of ciaos.

Where I'm Deepest in Debt

SEPT 2019 - JUNE 2020

University of Oregon

**M.S., ADVERTISING &
BRAND RESPONSIBILITY**

SEPT 2016 - JUNE 2019

University of Oregon

B.S., ADVERTISING

JUNE 2018 - AUG 2018

Portland, OR

ROONEY & TOTMAN ACTING STUDIO

Things I Can Do

- Strategy
- Copywriting
- Management
- Creative Writing
- Simmons & WARC
 - StoryBrand
 - Final Draft
 - Hootsuite
 - RStudio
- Google Analytics
- Adobe Creative Suite

Accomplishments

THE ROAM

Co-founder & head writer

UNITED NATIONS

Presented on climate change to the UN

SUNSET AT DUSK

Writing a comedy/drama screenplay

GOOGLE DESIGN SPRINT

Designed, prototyped, & user-tested products

SUMMIT SCHOLARSHIP

University of Oregon

Contact

Ask me why I included an acting class.

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Sad Attempts to Reduce My Debt

AUG 2020 - PRESENT

Zipongo Foodsmart, San Francisco, CA

INSIDE SALES SPECIALIST

Identifying opportunities for revenue growth by optimizing sales funnel & converting lost opps.



MAR 2020 - PRESENT

Will Leather Goods, Eugene, OR

MARKETER

Composing email copy & headlines.
Strategizing content & structure for future blog.



JUNE 2019 - SEPT 2019

Perch Partners, Seattle, WA

BRAND STRATEGIST & COPYWRITER INTERN

Worked on market positioning, TOV, & pitch decks.
Constructed competitive analyses & brand books.
Participated in client meetings & sharpened my presentation skills.



MAY 2019 - SEPT 2019

Locus Marketing, Eugene, OR

MARKETING COORDINATOR

Enhanced clients' brand strategies with the StoryBrand program.

Wrote unique copy allowing clients to boost sales.
Monitored traffic & progress on clients' websites via Google Analytics.



JAN 2019 - JUNE 2019

United Nations Youth Envoy, New York, NY

STRATEGIST & COPYWRITER, REMOTE

Constructed an international campaign for climate refugees & climate change.

Created profiles & backgrounds for 5 fictional climate refugees characters.

Wrote for digital, out of home, & social media.



SEPT 2018 - JUNE 2019

Allen Hall Advertising, Eugene, OR

COPYWRITER

Crafted creative ideas & copy at a full service, student-run agency at the UO. Worked with real timelines/budgets. Clients included Avenue Q, Reset Your UO, & the UOregon app.