

Michelle Heller

CREATIVE DIRECTOR, COPY

New York

A devout love and deep respect for the written word led me from a 10-year career as a copywriter to my current role as creative director. I have a natural affinity for natural language — which means I speak in plain English and people trust me. I concept, I pitch, I sell it in, and on launch day I make clients cry with happiness. (OK fine, so that only happened once.) I love watching abstract ideas become tangible moments.

Experience

Creative Director, Copy

Verizon

Lead a team of 10+ copywriters to develop digital and in-store marketing, including retail, online advertising, social and dotcom content. Campaigns include device launches, holiday promotions and brand initiatives such as 5G and corporate social responsibility.

New York, NY
Jan 2018 - Present

Associate Creative Director, Copy

Freelance

Freelance creative direction, creative strategy and copywriting for agencies such as Publicis, N/A Collective, Factory360 and MatchMG. Projects include new-business pitchwork for experiential clients in the spirits, CPG and hospitality categories.

New York
Sep 2016 - Jan 2018

Associate Creative Director

New York, NY
Sep 2009 - Apr 2016

MKTG INC

Directed experiential and event-marketing creative projects from ideation through production. Sole creative on multiple Diageo brands and lead copywriter for all internal agency projects.

Clients included JW Marriott, FedEx, Nike, Beats by Dre, Smirnoff, MSNBC, Johnnie Walker, Tanqueray, Don Julio, Jose Cuervo and Google.

Managing Editor

New York, NY
Jul 2007 - Sep 2009

Gilt Groupe

Led the editorial team in all consumer-facing communications including website, flash sales, feature ads, emails and blog posts. Story ideation, content publishing, copy trafficking across four retail channels.

Columnist

New York, NY
Aug 2004 - May 2007

TVGuide.com

Writer and editor for digital arm of this entertainment magazine. Interviewed actors and showrunners and reported on entertainment-related news.

Nonprofit Development

Director of Content and Creative

Lead marketing and fundraising efforts for nonprofit organizations such as Women's Global Leadership Initiative and FamilyKind.org. Projects include social media strategy, blog and video content campaigns, and fundraising event planning.

Education

English Literature, Creative Writing

Tufts University, Medford, MA
