

# MICHAEL JOOSTEN

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## COPYWRITER

Creative and results-oriented copywriter with 15 years of experience in writing copy for a variety of products and marketing campaigns in the retail and publishing industries. Expertise in developing creative ideas, strategic and critical thinking, storytelling and connecting with audiences across multiple channels, including web, social media and print. Adept at collaborating cross-functionally in a fast-paced environment to ensure that copywriting projects align with the brand's voice and messaging. Advanced grammar, writing and editorial skills with a proven track record.

## SKILLS

Copywriting | Writing | Editing | Commercial Content | Literary Content | Creative Thinking & Ideation | Storytelling  
Strategic Messaging | Target Audience Engagement | SEO | Stakeholder Collaboration | Adobe | MS Office

## CAREER HIGHLIGHTS

- At Buy Buy Baby, created performance-driven, customer-facing copy for social media, emails, web pages, print ads, store signage, and special projects. Copy drove engagement for retail products and inspired customers with the company's brand voice, contributing to increased revenue during major yearly campaigns and sales.
- At Buy Buy Baby, worked closely with marketing team, in-house creative team and fellow copywriters to develop and execute copywriting strategies that aligned with the company's overall goals. Successfully managed multiple projects simultaneously, meeting deadlines and delivering high-quality work in a fast-paced environment.
- Developed engaging copy for book jackets, catalogs, and major online retailers (Amazon, Barnes & Noble, Walmart and Target), increasing consumer appeal and interest for multiple revenue-driving brands, including Dr. Seuss.
- At Random House, managed iconic literary brands (The Berenstain Bears, Richard Scarry, and Little Critter) to counter competition and reflect shifts in the market. Generated ideas for marketing projects, wrote SEO-based creative copy, and maintained brand consistency across all campaign platforms, resulting in increased brand awareness and sales.
- At Random House, delivered strategic direction to sales, marketing and publicity teams for book marketing projects. Provided product details and market analysis, reviewed print and digital marketing materials, and made recommendations for cross-channel campaigns.
- Recognized for working effectively with sales, marketing, production, project management, editorial and creative teams, and finding innovative ways of presenting information that engaged project stakeholders of all levels.
- Collaborated with high profile talent (Julianne Moore, Mariah Carey, John Cena, Danielle Steele) to launch their picture books that resulted in broad publicity and fan engagement in domestic and international markets.
- Edited 20-25 titles/year across a variety of topics, exceeding the average number of yearly projects in the industry.

## WORK HISTORY

<b>2022-2023</b>	<b>Copywriter</b>	<b>Buy Buy Baby; New York, NY</b>
<b>2019-2022</b>	<b>Copywriter &amp; Editor</b>	<b>Freelance; New York, NY</b>
<b>2016-2019</b>	<b>Associate Editor</b>	<b>Random House; New York, NY</b>
<b>2013-2016</b>	<b>Assistant Editor</b>	<b>Random House; New York, NY</b>
<b>2010-2013</b>	<b>Editorial Assistant</b>	<b>Random House; New York, NY</b>

## EDUCATION

**Emerson College, Boston, MA – BFA in Musical Theater, 2005**