



# MICHAELA F. DODSON

## COPYWRITER

### WORKN' IT

#### **Lead Copywriter & Conceptor**

Buddybrand | September 2019 - April 2021  
*Berlin, Germany*

- Create all original written copy and visual content for smart global
- Lead concepter for all OOH campaigns and productions for smart global
- Co-led strategic research for smart global
- Assisted in casting and creative direction for productions
- Co-led new direction for brand voice, tone and direction

#### **Lead Copywriter**

Elbkind | August 2017 - September 2019  
*Berlin, Germany*

- Create all original written and visual content for Mercedes-Benz Region Europe (15 countries)
- In charge of all copy for Mercedes-Benz RE sales releases, campaigns, events and happenings, strengthening brand awareness and driving sales
- Align with various departments, other agencies and Mercedes-Benz Global to build cohesive strategy / optimize campaign copy for digital publication
- Write, design and present all new initiatives and proposals to client side. Spearheaded our agencies first IG story proposal and brand guide
- Oversee publication and KPI's of all content published (Instagram, Facebook, Twitter, LinkedIn, Google+).

#### **Copywriter & Senior Social Media Manager**

Mainstreet Hub | Dec 2015 - April 2017 (Promoted to Senior in Oct. 2016)  
*Austin, Texas*

- Create original written and visual content for wideranging portfolio of local businesses world-wide
- Engage and connect with online audiences on all social media platforms: Facebook, Twitter, Instagram, Google and TripAdvisor
- Content consistently ranked #1 on team of 75+ for engagement across all social media platforms
- Curate and deliver trending topics for company blog (daily and in real-time) to ensure most compelling industry standards and to strengthen social media strategy

### MOI

Grew up in Detroit-town where I studied English, learned how to garden and discovered Muhammad Ali, Westerns and Joan Didion. Headed west to ATX-land, Tejas where I listened to live music, feasted on many a taco and made my way in copywriting. For the past four years, I've been in Berlin, Germany workin' for the Benz at an agencies specializing in all things digital. Now, I'm lookin' to take my way with words for a spin.

### SKILLS

- Copywriting
- Content Creation
- Ideation
- Branding
- Social Media Management
- Exceptional editing skills
- Eye for strategy and social media insight
- Pitching and presentation skills

### SCHOOLED

**Western Michigan University**  
2007 - 2012

- Bachelor of Arts: English, Major | Advertising, Minor
- 3.9 GPA | Deans List | English Honors Society

### GET @ ME

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