

Michael Federighi – Creative Writer/Conceptor

Story	I began my career journey on the path toward being a chemical engineer. Dabbled for a bit in the fine arts. Eventually, found my groove with words and became a copywriter. There has been a wide range of places and products where, and one which I've honed my craft through the years. Please see below for more specifics of what, other than my family (in particular my children and dog, who make sleeping in difficult), drives me to get up in the morning.		
Profile	Copywriter and conceptual thinker for a variety brands from huge to small. Adept at developing creative ideas, stories and skilled at building the strategy behind them. Possess strong relationship skills to build both client and team bonds. Can handle a fast-paced environment, manage day-to-day work and help lead other team members to bring out their best. Major experience in multiple facets of marketing and have developed elements of all kinds both above and below the line. Love a challenge and have a passion for the work.		
Experience	agenz/Tukaiz	CD (Copywriter)	2017 - Present
	Rita's Italian Ice/Creamery: Lead creative strategy, copywriting and concepts for Rita's day-to-day work and development of branding/execution of Rita's Creamery concept stores. Lead team that created everything from permanent store pieces & menu boards to LTO POP, digital and social elements, Coca-Cola FL: Concept and strategy work for local Coca-Cola programs driven through FL bottlers. Developed ideas and execution around sports and retail partnerships to extend national programs as well as local activations. Arby's: Regional sports promotions with Pacers, Cavaliers and Colts. Villa Restaurant Group (VRG): Brand Personality/Repositioning, conceptual and executional work on variety of VRG restaurant brands. Redbox, Concept ideation to create overall awareness in marketplace and grow current consumer base.		
	Aspen/Epsilon	ACD (Copywriter)	2013 - 2017
	FedEx: Creative lead for concepts and execution on My FedEx Rewards loyalty program email communications, website & banner content and award-winning FedEx Updates Email Newsletter. FedEx Canada: Concept and execution for direct mail, email, web and social content on a variety of programs including: FedEx Office, Get Ahead Newsletter and customer appreciation programs. AT&T: Email communications, web banners, PrePaid E-commerce site. Irvine Company Apartments: Concepts and strategic planning for a variety of real estate properties as well as email, social, web banners, print ads and OOH executions. Additional: Concept and execution work for Frigo Cheeseheads web and retail, Kid Cuisine, Honda, Sears and Reddi-Wip.		
	Momentum Worldwide	ACD (Copywriter)	2010 - 2013
	Kraft/Mondelez (Nabisco): Helped bring Planters and Mr. Peanut into the present. Lead integrated planning. Drove extension of re-branding campaign through retail and experiential realms. Creative lead for Ritz planning and execution including Ritz Kick Up the Kickoff Recipe Contest. Concept and execution on several Nabisco Multi-Brand programs for Big Game, NASCAR, Back to School and Holiday. Other: Concept Ideation work on United Airlines, US Cellular and Barilla Pasta.		
	Writer at large	Freelance Writer	2009 - 2010
	Ogilvy Action: Kraft: Writer for Kraft Singles Minor League Baseball program. Philadelphia Cream Cheese cooking tour run-of-show. SCJ: concept writing work on Raid, Glad and Naturals. Elevate: Concept and writing for Tootsie Roll "Roll with It" re-brand site targeted to moms. Ryan: Back to School Guide savings booklet FSI executional writer. Rivet: Kellogg's concept work.		
	The Marketing Store	Senior Copywriter	2006 - 2009
	McDonald's: Lead writer for the 2009 Monopoly at McDonald's Game including: packaging, online and crew elements. Copy for global packaging, concepts/copy for national promo Flavor Battle, regional promo the Burger Blitz Online Game and more. Coca-Cola: Brand concepts for Minute Maid, Simply Orange, Vanilla Coke, Cherry Coke and Blak. Copy for retail, promotions and mycokerewards.com.		
	Wunderman	Senior Copywriter	2003 - 2006
	BURGER KING: Overseeing copy team and executing concepts/copy for national and local merchandising and promotions. Also: Microsoft and Applebee's		

Frankel Copywriter 2000 - 200

McDonald's: Concepts and copy for national youth (Happy Meal) and adult promotions

Davidson/Communicator Copywriter 1999 - 2000

KRAFT Mac & Cheese, OSCAR MAYER, Planters, CornNuts, Polaroid and Tombstone

WCJ Copywriter 1998 - 1999

TACO BELL, Jim Beam, Applebee's, SEARS, Lincoln-Mercury and FOX Films

Aquion Marketing Assistant/Designer/Writer 1994 - 1998

Education	Columbia College	Major: Fiction Writing	1993 - 1995
	Northern Illinois University	Major: Graphic Design	1991 - 1993
	Iowa State University	Major: Chemical Engineering	1989 - 1990

Skills Word, PowerPoint, Illustrator, PhotoShop, Excel and binge watching and surfing the interweb

References	Geoffrey Stewart	Marketing Werks	VP, Creative Director	312.784.1755
	Dean Caruso	agenz	Creative Director	847.288.4868
	Adam Stipanuk	Epsilon	Creative Director	630.881.4375
	Lisa DeCook	(Momentum)	Account Director	312.925.5865