

Michael T. Duffy



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MANAGING EDITOR | COPY DIRECTOR | MARKETING LEAD

Innovative, accomplished Editorial and Content Marketing Professional with 15+ years of experience in digital and print media. Passionate storyteller adept at keeping up with the latest news and trending topics, utilizing them to create captivating and engaging content. Ace copywriter with an exceptional ability to create consistent brand voice and tone, successfully drawing eyes and action through compelling headlines and messaging.

CORE COMPETENCIES

Copywriting • Content Creation • Digital Media Marketing • Team Management • Reporting • Editing • Interviewing
Proofreading • Video Production • CMS Platforms • SEO • Digital & 35mm Cameras • Photoshop • HTML

PROFESSIONAL EXPERIENCE

Dynamic Dynosaur Studio, Copy Lead

1/2021 – Present

- Conceptualize actionable copy across email, blog, web landing pages and social media.
- Main clients include Fender, Gretsch, Jackson and Charvel, four of the world's leading stringed-instrument brands.
- Additional clients include Oakley, Kelsen and Piston Pete's Brewery.
- Led copy for Ben Gibbard Signature Mustang and Jason Isbell Custom Telecaster campaigns, among many others.

Fender Musical Instruments Corporation, Senior Editor

3/2016 – 5/2020

- Managed Fender.com editorial calendar and content marketing strategy, covering new products, artists and tutorials.
- Created multimedia landing pages to increase viewer engagement.
- Wrote copy for various social media, email marketing and new product campaigns.
- Executed winning SEO practices (organic traffic to article pages grew 186% YoY, revenue by 90% and conversions by 900%).
- Managed a pool of freelance contributors to grow Fender.com's editorial content archive and SEO footprint.
- Produced *How I Play* video series that utilized artist interviews to inspire others to play music.
- Interacted daily with Marketing, Social, Artist Relations, PR, Email and R&D teams to support all stakeholders.

Fender Musical Instruments Corporation, Content Manager / Producer

10/2011 – 3/2016

- Head writer for Fender.com, GretschGuitars.com, JacksonGuitars.com, Charvel.com and EVHGear.com.
- Worked with video and editorial freelancers to support FMIC product launches and artist campaigns.
- Assisted in developing content programming and executed against editorial calendars for five different brands.
- Managed all social media accounts for three FMIC high-performance brands (10/2011 – 1/2015).
- Produced *Fender Studio Sessions*, a performance/interview series that garnered 1.6 million YouTube views.

Baltimore Ravens, Website Content Writer / Coordinator

3/2006 – 9/2011

- Covered Ravens events through blogs, Twitter, in-depth features and game recaps.
- Served as main on-camera talent for BaltimoreRavens.com and hosted an in-season radio show (CBS Radio).
- Featured as Ravens team authority on NFL Network and ESPN, in addition to national and local radio shows.
- Built news/blog page views from nearly 8 million in 2009 to 15 million in 2010 through increased content programming.

San Francisco 49ers, Public Relations Assistant

6/2005 – 3/2006

- Compiled stats and notes for weekly press releases, collaborated with network production teams on game broadcasts.
- Managed player media obligations.
- Covered team news and contributed player features to 49ers.com.

EDUCATION

University of North Carolina – Chapel Hill

B.A., Journalism and Mass Communication, Public Relations Concentration