

MICHAEL MCQUILLEN

COPYWRITER | CONTENT & BRAND WRITING

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EXPERIENCE

The Cookware Company | Copywriter

September 2022 – Current

[GreenPan](#) | [GreenLife](#) | [Blue Diamond](#) | [Martha Stewart](#)

- Develop product and brand copy across cookware and kitchen categories for ecommerce, retail, packaging, social, PR, email, and paid media.
- Write retailer-ready content for Amazon, Macy's, QVC, GMA, Crate & Barrel, Williams-Sonoma, Costco, Target, Walmart, Bloomingdale's, and Meijer.
- Create Amazon A+ content, Brand Store pages, product slides, and other ecommerce assets built to communicate features, benefits, and brand voice.
- Write packaging and unboxing copy for cookware, electrics, and influencer boxes, translating product details into clear, engaging consumer messaging.
- Develop social, blog, recipe, and cookbook copy alongside PR voice-over scripts, podcast reads, and influencer UGC.
- Write email campaigns and paid advertising that adapt product stories across channels while maintaining consistent brand voice.

Media Workforce | Social Media Coordinator/Copywriter

August 2021 – August 2022

[Cask Cartel](#)

- Created, wrote, and scheduled social content for Instagram, Twitter, Facebook, and Pinterest using Sprout Social for @caskcartel and @cartelhour.
- Wrote and merchandised Shopify product listings, shaping product information into clear, consumer-facing ecommerce copy.
- Concepted, wrote, and designed email campaigns in Klaviyo and Mailchimp to support product and promotional initiatives.
- Managed influencer campaigns, giveaways, and brand partnerships from content coordination through execution.

Canalside Chronicles | Content Writer

August 2020 – December 2020

[Canalside Chronicles](#)

- Researched, reported, wrote, and edited hard-news and feature stories for a local digital publication.
- Conducted interviews with local citizens, peers, professors, and coaches to develop accurate, engaging stories.
- Created social content for Twitter and Facebook to drive awareness and engagement around published stories.
- Applied AP Style across reporting, editing, and final published content.

EDUCATION

SUNY Brockport | Bachelor's Degree

September 2018 – December 2020

Journalism & Broadcasting

Fashion Institute of Technology | Associate's Degree

September 2016 – May 2018

Advertising & Marketing Communications