

# MICHAEL D. ROBINSON II

## GROUP COPY SUPERVISOR

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### Experience

- 8/2023 - PRESENT** Group Copy Supervisor  
Wildtype Health (Omnicom/TBWA) - New York, NY
- 8/2022 - 8/2023** Group Copy Supervisor  
RevHealth - Morristown, NJ
- 5/2021 - 8/2022** Copy Supervisor  
Digitas Health (Publicis Groupe) - Philadelphia, PA
- 8/2017 - 5/2021** Senior Copywriter  
Wunderman Thompson (WPP) - Washington, D.C.
- 1/2016 - 3/2017** Senior Copywriter  
Circa Healthcare - Malvern, PA
- 3/2017 - 8/2017** Senior Copywriter  
Evoke Health (Huntsworth Health) - Philadelphia, PA
- 9/2012 - 1/2016** Lead Content Writer/Experience Designer  
Red Privet, LLC - Harrisburg, PA

**Therapeutic category experience:** Oncology (HCP - Lung) • Rheumatic Diseases (DTC) • ADHD (HCP/DTC) • Anticoagulants (HCP)

### Education

**Bachelor of Science (BS), Marketing**  
 California Coast University  
 School of Administration and Management  
 Santa Ana, California

### Professional Skills

	GOOD	AVERAGE	SKILLED
Copywriting	●●●●●●		
Content Strategy	●●●●●●	●●	●
SEO	●●●●●●	●●	●●
Conceptual Thinking	●●●●●●		
Copyediting	●●●●●●		
Marketing	●●●●●●	●●	●●