

Michael Merucci
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One thing in this world excites me to no end: The formation of a damn good sentence.

PROFESSIONAL EXPERIENCE

Youtech Agency – Lisle, Illinois *September 2024 – Present*

SEO Copywriter - 40 hours per week

- Increases client keyword rankings by writing SEO-optimized blogs, headlines, and meta taglines.
- Secures hundreds of monthly sales for the largest HVAC group in the USA through conversion-based copy.
- Writes online copy for 30+ clients spanning the HVAC, law, education, and home service industries.
- Audits client websites for new content opportunities and helps execute multi-channel campaigns.

Grammarly/Lumos – Remote *July 2024 – Present*

Writing Expert - 10 hours per week

- Proofreads customers' writing, checking for proper grammar, spelling, and punctuation.
- Edits texts to increase their rhetorical effectiveness and clarity using CMOS/APA/MLA guidelines.
- Trains Grammarly's AI to increase its contextual understanding and command of fluent English.
- Works with team members to standardize editing guidelines and edit user submissions in real time.

Impact 89FM – East Lansing, Michigan *October 2021 – June 2024*

Entertainment Editor, Host of The Afterglow - 20 hours per week

- Reviewed and edited 300+ articles submitted by Impact volunteers, adhering to AP guidelines.
- Wrote 50+ articles and press releases, compiled and posted volunteers' articles to Impact's Wordpress site.
- Held two weekly DJ shifts, talking to and playing music for thousands of listeners around the country.
- Connected with promoters and interviewed artists such as Waka Flocka Flame, bettering station relations.
- Ran Impact's award-winning Twitter/X account and helped shape social media content schedules.

Blue Cross Blue Shield of Michigan – Detroit, Michigan *May 2023 – August 2023*

Corporate Communications Intern - 40 hours per week

- Scripted podcast episodes, Instagram Reels, and YouTube videos for Blue Cross's social media team.
- Wrote articles and social media copy to help educate customers about insurance and health strategies.
- Shadowed social advertising campaigns in depth and tracked KPIs for social media posts.

CLUB/VOLUNTEER WORK

- Copywriter for the American Advertising Federation, MSU chapter – August 2023 to May 2024
- Undergraduate Learning Assistant for MSU International Students – June 2022 to August 2022

SKILLS/AWARDS

- Ran Impact 89's Twitter/X account, which won "Best Social Media Presence" at the 2023 CMA awards.
- Received the E. Ross Gamble Memorial Scholarship for "students with a promising future in advertising."
- Won 1st place in District 6 and 12th nationally in the 2024 National Student Advertising Competition as lead copywriter for MSU's American Advertising Federation team.
- Voted as Impact 89's paid staff MVP in Winter of 2022.

EDUCATION

Michigan State University – East Lansing, Michigan, January 2021 – July 2024
Advertising Creative BA with Public Relations minor