

MICHAEL SCHEMAILLE

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Taunton, MA 02780

WRITER • STORYTELLER • EDITOR

Accomplished writer and brand strategist with expertise in crafting compelling marketing copy, brand storytelling, and content strategy. Skilled in creative direction and strategy, shaping brand voice, and enhancing engagement across diverse industries. Collaborative partner with strong communications and design expertise.

CORE COMPETENCIES:

- Copywriting (B2B, B2C, B2G)
- Content design & strategy
- Creative direction
- Brand voice & storytelling
- SEO & UX writing
- Technical writing

TECHNICAL SKILLS:

- Adobe Workfront
- Adobe InCopy
- Microsoft Office
- Email marketing apps
- ChatGPT & LLM AIs
- WordPress & other CMS apps

RIWRITER.COM

Owner, Senior Copywriter

Providence, RI

2010 — Present

Independent writing and editorial specialist serving clients in 20+ countries, with a diverse portfolio spanning technical writing, brand storytelling, marketing content, and creative development. Adept at tackling complex editorial challenges to deliver clarity, accuracy, and engagement on every project. Credits include over 150 consumer products.

- **TECHNICAL WRITING:** Developed and refined instruction manuals of 200+ pages, ensuring technical accuracy, logical flow, and ease of use. Specialized in transforming rough translations into precise, user-friendly copy.
- **BRAND & CREATIVE DIRECTION:** Advised graphic designers on fonts, page layouts, and technical diagrams to align with brand and usability standards. Created detailed stylebooks to ensure cohesion across projects.
- **STORYTELLING & IP DEVELOPMENT:** Created original narratives and world-building elements for new and licensed properties, introducing fresh stories while maintaining creative consistency with established brands.
- **CONTENT & UX ANALYSIS:** Analyzed complex systems—ranging from game mechanics to product messaging—to repair problems, identify gaps, and enhance user experience. Proposed and implemented solutions to improve clarity, functionality, and ease of use.
- **LICENSED BRAND DEVELOPMENT:** Worked on major IPs, contributing to creative copy, product naming, and marketing materials for brands including Hasbro, Disney, and Sony.

ELEVANCE HEALTH

Senior Healthcare Marketing Writer

Indianapolis, IN

2023 — 2024

Developed high-impact content across multiple brand voices for one of the nation's largest healthcare companies. Created thought leadership materials and marketing assets that positioned the company as an industry authority. Adapted messaging for diverse audiences while balancing technical accuracy, compliance, and engaging storytelling.

- **MULTI-BRAND CONTENT CREATION:** Developed content for Anthem Blue Cross/Blue Shield, Carelon, and Elevance Health, adapting tone, style, and complexity to fit each brand's unique voice and target audience. Crafted marketing collateral specific to corporate clients that included Target, Goodyear, and PG&E.
- **MARKETING CAMPAIGNS:** Produced B2B, B2C, and B2G videos, social media campaigns, direct mail, event banners, flyers, blogs, sales decks, landing pages, and other assets tailored to specific brands and audiences.
- **HEALTHCARE & PHARMA CONTENT:** Wrote for diverse sectors within healthcare, including behavioral health, pharmacy marketing, employee assistance programs (EAPs), and value-added administrative services.
- **CONTENT STRATEGY:** Crafted content with a strong awareness of design, ensuring copy and layout worked together for clarity and user experience. Partnered with designers to deliver visually compelling collateral.

HUDSON FERRIS

New York, NY

Interim Director of Communications

2022

Led communications planning for a consulting firm specializing in nonprofit fundraising. Oversaw messaging, grant writing, and brand strategy for a diverse portfolio of nonprofits. Provided expert guidance to improve brand visibility, audience engagement, and fundraising effectiveness while mentoring junior staff.

- **BRAND & MESSAGING STRATEGY:** Interviewed clients and audited their communications; provided messaging recommendations and bespoke language designed to improve visibility, storytelling, and donor engagement.
- **FUNDRAISING MATERIALS:** Developed pitch decks, fundraising appeals, donor communications calendars, and executive correspondence tailored to each nonprofit's mission and goals.
- **GRANT WRITING:** Researched, wrote, and submitted 2–5 grant applications for clients weekly, securing funding up to \$500K. Crafted letters of interest (LOIs) to connect organizations with potential funders.

HASBRO

Pawtucket, RI

Brand Writer, Play-Doh

2021 — 2022

Wrote e-commerce and branding copy for Play-Doh and 11 other toy lines, including properties licensed from Disney, Peppa Pig, Bluey, and PJ Masks. Named new products and helped to define brand voice and establish brand guidelines to ensure alignment with overall brand strategy and audience expectations.

- **E-COMMERCE COPYWRITING:** Wrote SEO-driven product descriptions, packaging copy, and creative copy for platforms such as Amazon and Walmart, crafting engaging stories that resonated with parents and children.
- **LICENSED BRAND STORYTELLING:** Adapted marketing language to fit the established worlds of beloved franchises, preserving brand-accurate storytelling for properties that included Disney, Peppa Pig, and Bluey.

Editor, *Betrayal at House on the Hill* 3rd Edition

Edited 100,000+ words for the latest edition of this popular mass-market board game, resolving problems of previous editions. Developed the game's rulebook and language style guide, maintaining consistency of narrative and rules.

- **RULEBOOK DEVELOPMENT & TECHNICAL EDITING:** Carefully revised complex game rules to enhance accessibility and improve gameplay, ensuring changes did not unintentionally disrupt the larger system.
- **INTERACTIVE STORYTELLING:** Rewrote hero and villain narratives to improve clarity and immersion, aligning paired stories to remain internally consistent, balanced, and playable.

JEWISH ALLIANCE OF GREATER RHODE ISLAND

Providence, RI

Content Producer

2019 — 2020

Supported the Chief Branding Officer and the Editor of the community newspaper in developing strategic communications and written content to engage members, increase visibility, and strengthen community ties.

- **JOURNALISM:** Interviewed community leaders and SMEs to craft 50+ in-depth, AP-style articles and profiles for a newspaper with an audience of 10,000 readers.
- **BRAND & AUDIENCE ENGAGEMENT:** Developed messaging for multiple brands across print, digital, video, and radio, tailoring brand voice and content to maximize audience impact.
- **MARKETING CAMPAIGNS:** Designed multi-channel marketing campaigns, including a community art and wellness campaign, promotions for a new swim academy, and diversity-focused membership initiatives.
- **CRISIS COMMUNICATIONS:** Coordinated COVID-19 crisis messaging across departments, reassuring 2,500+ families with clear, compassionate updates. Wrote press releases to convey the organization's position on current and emergent events.

EDUCATION: Bachelor of Arts (BA) in Art History, Clark University, Worcester, MA