

MICHAEL SCHEMAILLE

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COPYWRITER • BRAND STRATEGIST • CREATIVE LEADER

Accomplished writer and brand strategist with a passion for shaping narratives that move audiences and drive engagement. Proven expertise across industries, combining brand storytelling, content strategy, and creative direction to help brands speak with clarity and purpose. Skilled at bridging strategy and execution to bring big ideas to life.

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 & other LLM AIs
- WordPress & other CMS apps

RIWRITER.COM

Owner, Senior Copywriter

Providence, RI

2010 — Present

I've spent more than a decade helping brands and creators tell better stories, solve complex messaging puzzles, and make their worlds feel bigger, clearer, and more human. From global brands to indie publishers, I balance creative vision with editorial precision to bring products, stories, and ideas to life. Credits include over 150 consumer products.

- **TECHNICAL WRITING & EDITORIAL LEADERSHIP:** Led the development of 200+ page instruction manuals, transforming rough translations into clear, user-friendly copy while ensuring brand accuracy and usability.
- **BRAND & CREATIVE DIRECTION:** Guided designers and stakeholders to align page layouts, fonts, and technical with brand and UX best practices. Authored style guides to ensure creative cohesion across global projects.
- **IP DEVELOPMENT & STORYTELLING:** Built original narratives and world-building content for new and licensed properties. Brought fresh storytelling to brands while preserving creative consistency of major IPs.
- **UX & CONTENT STRATEGY:** Analyzed and restructured messaging systems to identify gaps, simplify experiences, and enhance clarity and engagement.
- **LICENSED BRAND DEVELOPMENT:** Created product copy, naming, and marketing materials for world-class brands that include Hasbro, Disney, and Sony, blending creativity with strategic alignment.

ELEVANCE (ANTHEM) HEALTH

Senior Healthcare Marketing Writer

Indianapolis, IN

2023 — 2024

As a senior writer for Elevance's corporate marketing team, I helped one of the nation's largest healthcare companies speak with authority, empathy, and impact. I balanced complex, compliance-heavy content with audience-first storytelling that drove engagement across multiple brands and verticals.

- **CONTENT STRATEGY & CREATIVE PARTNERSHIP:** Collaborated with designers and marketers to align copy and creative. Ensured clarity, UX, and brand impact across a wide range of assets.
- **MULTI-BRAND CONTENT CREATION:** Owned content for Anthem Blue Cross/Blue Shield, Carelton, and Elevance Health, adapting tone, style, and complexity to fit each brand's unique voice and audience needs.
- **B2B, B2G, & B2C MARKETING CAMPAIGNS:** Created videos, social campaigns, direct mail, flyers, blogs, pitch decks, and landing pages for diverse sectors and clients, including Target, Goodyear, and PG&E.
- **PHARMA & HEALTHCARE EXPERTISE:** Delivered high-impact content for behavioral health, pharmacy marketing, employee assistance programs (EAPs), and value-added services, balancing technical precision with human storytelling.

HUDSON FERRIS

New York, NY

Interim Director of Communications

2022

I brought strategic storytelling and creative clarity to a consultancy serving nonprofits and mission-driven organizations. Led messaging strategy, grant writing, and brand development to help clients raise their profile, sharpen their story, and connect more deeply with donors and communities.

- **BRAND & MESSAGING STRATEGY:** Led stakeholder interviews and communications audits to uncover brand gaps and storytelling opportunities. Delivered bespoke messaging designed to increase clients' visibility and donor resonance.
- **FUNDRAISING & DONOR COMMUNICATIONS:** Created pitch decks, donor appeals, comms calendars, and executive letters tailored to each nonprofit's mission and audience.
- **GRANT WRITING & FUND DEVELOPMENT:** Wrote and submitted 2–5 grant proposals weekly, securing funding up to \$500K. Developed LOIs that opened doors to new funder relationships.
- **LEADERSHIP & MENTORSHIP:** Provided strategic guidance and mentoring to junior staff, elevating team capabilities while ensuring creative consistency across clients.

HASBRO

Pawtucket, RI

Brand Writer, Play-Doh

2021 — 2022

I helped shape the voice of Play-Doh and 11 other toy lines, crafting playful and engaging stories that resonated with parents, children, and retailers. Named new products and helped establish brand voices and guidelines.

- **BRAND VOICE & STORYTELLING:** Aligned product voice, names, and brand guidelines to connect Play-Doh's playful tone with broader brand strategy and audience expectations.
- **E-COMMERCE COPYWRITING:** Wrote product descriptions, packaging copy, and creative e-commerce copy for platforms like Amazon and Walmart. Crafted SEO-driven copy that told engaging stories and moved products.
- **LICENSED IP ADAPTATION:** Adapted marketing language to fit the established worlds of beloved franchises, preserving brand-accurate storytelling for properties that included Disney, Peppa Pig, Bluey, and PJ Masks.

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

I led the editorial overhaul of this iconic board game. Edited 100,000+ words, developed a new language style guide, and reimagined hero and villain narratives to improve clarity, immersion, and game balance.

- **RULEBOOK REDESIGN & TECHNICAL EDITING:** Translated complex game systems into accessible, player-friendly language that improved gameplay without compromising mechanical integrity.
- **NARRATIVE DEVELOPMENT:** Rewrote interactive story content to ensure consistency, balance, and greater immersion across 50 different scenarios.

JEWISH ALLIANCE OF GREATER RHODE ISLAND

Providence, RI

Content Producer

2019 — 2020

I told the stories of a vibrant community during times of connection, celebration, and crisis. Supported the Chief Branding Officer and community newspaper's Editor with strategic communications, journalism, and crisis messaging that engaged members, strengthened ties, and built trust with target demographics across multiple brands.

- **JOURNALISM & STORYTELLING:** Wrote 50+ in-depth, AP-style articles and profiles for community newspaper with an audience of 10,000 readers.
- **CAMPAIGN DEVELOPMENT:** Designed and wrote multi-channel marketing campaigns, including a community art and wellness campaign, fitness and children's promotions, and diversity-focused membership initiatives.
- **CRISIS COMMUNICATIONS:** Led cross-departmental COVID-19 messaging, delivering compassionate updates to 2,500+ families. Crafted press releases to articulate the organization's stance on urgent community issues.

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