

Mike Principato

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Summary

Fast, smart, and detail-oriented creative copywriter experienced in successfully creating, editing, and managing B2B and B2C content that engages, trains, informs, and drives sales. I've conceived, created, and managed external and internal digital and print communications for a wide range of US and global companies. I quickly absorb and synthesize technical information and collaborate with subject matter experts and colleagues to produce accurate, compelling content for target external and internal audiences.

LinkedIn Profile

<https://www.linkedin.com/in/michael-principato/>

Online Portfolio

<https://mikeprincipato.writerfolio.com/>

Skills

Exceptional B2B & B2C content writer, Expert writer and storyteller, Unique ability to quickly obtain & synthesize technical data, Exceptional communications and interpersonal skills, Versatile and experienced writer for short or long-form copy, Expert editor and proofreader, Fluency in WordPress, Google Analytics, High level of emotional intelligence & interpersonal skills, Versatile & adaptable content strategist & creator, Effective & efficient SME interviewer

Education

University of Scranton | Scranton, PA
B.A. Communications/Business Administration

Villanova University | Villanova, PA
Post-Graduate Coursework, Management

Professional Experience

Dorman Products, Inc., Colmar, PA

Lead Copy Writer

August 1, 2020 - Present

Dorman Products is publicly-held and the largest aftermarket parts company in the North American automotive industry with projected 2022 revenue of approximately \$1.6 billion in revenue. Dorman offers 80,000+ SKUs via B2B and B2C channels. I am responsible for creating the majority of original and updated content for every digital and print use imaginable, including:

- Product descriptions for complex engineered assemblies, exclusive innovations, specialized branded direct replacements and more
- Website and other digital content, including landing pages, homepage banners, blog posts, video meta content, SEO-optimized content, Google responsive search ads, case studies, infographics, sell sheets, social media posts, new product announcement flyers and emails, video scripting, and more
- Short- and long-form content for external and internal B2B and B2C audiences, ranging from technical training bulletins to do-it-yourself-er simplified promotional copy
- Corporate press releases and other high-level communications, including Dorman's inaugural ESG Report (scheduled for release in 2022)

Industrial Strength Marketing Communications

Freelance B2B and B2C Marketing Content Specialist

January 2010 - Present

I have provided freelance content development, strategy consulting and creation for a diverse range of B2B and B2C companies, publications and marketing agencies. Here are a few representative clients:

- Ford Motor Company - regular content creator for B2B and B2C projects, including major North American dealer- and finance-focused publications and executive presentations
- MTU (Division of Rolls-Royce) - major contributor of print and digital content, including ghost writing, executive presentations, case studies, brochures, website copy, video concepts and storyboards, competitive intelligence gathering and analysis and B2C articles and training modules
- Perich Advertising & Design, Ann Arbor, MI - diverse content projects for this B2B and B2C marketing agency
- Riegner Marketing (Acquired by The Quell Group in 2020), Troy, MI - primary content creator for this agency's engineered product clients
- Avicure, Bethlehem, PA - conceived and created content strategy and investor prospectus for biomedical product
- Global pharmaceutical company (NDA in effect) - editing and creating knowledge base articles and ASF microsites

Testimonial

You're independent, you're smart, you won't show me anything you're not proud of, and you're willing to do whatever it takes to get the work done right and on time. I think that sets you apart. You're easy to work with. You're honest about what you can do and what you can't. You take on the assignment fully and don't make your problems my problems. You communicate well and at the right times. You think of ways to make the end-product better. You think of ideas that I hadn't that end up making me look good. That's the bottom line.