

MICHAEL VOLOSHIN

STRATEGIST // COPYWRITER // ACCOUNT LEAD

CONTACT

Address: 1601 N. Poinsettia Pl. Apt. 311

City: Hollywood, CA 90046

Email: michaelvoloshin@yahoo.com

Phone: 262 853 2317

🐦 : @michaelvoloshin

SKILLS

OFFICE TOOLS

Power Point

Excel

Word

Keynote

Slack

SOCIAL MEDIA

Facebook

Twitter

Instagram

Snapchat

Pinterest

Tumblr

Reddit

TikTok

ANALYTICAL TOOLS

Crimson Hexagon

Infegy

CrowdTangle

Spredfast

Sprout Social

EDUCATION

UNIVERSITY OF WISCONSIN
2010–2013

Madison, WI

Major: Economics and
Communication Arts

EXPERIENCE

WRITER (FREELANCE) // FEBRUARY 2020 TO MAY 2020

Known (Formerly Stun Creative) // Los Angeles, CA

- Social and digital copywriting and strategy for HBO Max.

SR. ACCOUNT STRATEGIST // JULY 2019 TO JANUARY 2020

Social House, Inc. // Silver Lake, CA

- Lead on day-to-day and campaign strategies for an online banking client.
- Main client liaison tasked with daily communication, education, and information sharing.
- Create pitch decks and oversee brainstorm for new business opportunities.
- Copywrite and edit marketing content for clients and agency's brand page.
- Project manage creative team to ensure timely delivery of concepts and assets.

SR. ACCOUNT MANAGER – FOX BROADCASTING // SEPT 2017 TO JULY 2019

Laundry Service // Westwood, CA

- Manage and copyedit a team of eight social media managers.
- Oversee the day-to-day and social strategy for a total of 35 properties across the year.
- Create and pitch strategic and creative decks for premiering and returning shows for FOX.
- Develop analytical reports for each show on the airing of a new episode and a bi-weekly report.
- Work with client to update SOW quarterly to make sure the team is staffed accordingly and all deliverables are being sent.
- Hire and onboard new team members.

SR. SOCIAL MANAGER – FOX BROADCASTING // OCT 2015 TO SEPT 2017

Laundry Service // Westwood, CA

- Lead on social media accounts for FOX original television shows including *Empire*, *Gotham*, *24: Legacy*, *Lucifer*, *New Girl*, *So You Think You Can Dance*, and more.
- Act as main client liaison with shows' respective social producers.
- Create and schedule original content for respective social media platform and utilize social listening and analytic tools.
- In charge of developing a unique voice for each show and identified and engaged in meaningful ways with fans, cast, and influencers.
- Plan, execute, monitor, and optimize paid social media strategies to achieve and exceed client objectives.
- Create real-time content and copy for premieres, episode broadcasts, and special events.

SOCIAL MEDIA COORDINATOR // OCT 2014 TO OCT 2015

Total Assault // Sherman Oaks, CA

- Create social strategy and messaging for entertainment and brand clients.
- Write blog posts, press releases, social media posts, and more for clients.
- Reach out to influencers in the brands' field for organic marketing.
- Create and execute advertising campaigns through Facebook and Twitter.

PRODUCER // MAY 2014 TO OCT 2014

Thoughtful Media Group // Sherman Oaks, CA

- Identify and acquire YouTube channels with high growth rates for TMG Network.
- Create endorsed pre-roll campaigns between brands and YouTube content creators.