

Mike Washington, MA

Sr. Copywriter & Communications Lead

Los Angeles, CA | mikemwashington@gmail.com | 818-312-7322 | mikemwashington.wixsite.com/portfolio

PROFESSIONAL EXPERIENCE

I'm a communications leader and copywriter with over 10 years of experience turning complex ideas into clear, engaging marketing materials for global brands and nonprofits.

I've partnered with brands like Mercy Ships, Team Rubicon, UCLA Health, and International Justice Mission and many more to craft strategic, audience-focused assets across social, email, video, OOH, and beyond.

From B2B and B2C advertising materials to tools that inspire recruitment and retention, I love leading communications teams to drive action, foster connections, and deliver measurable results. Let's collaborate to create powerful marketing materials that resonate, inspire, and make a difference.

PROFESSIONAL EXPERIENCE

MARKETING MANAGER

@ Green Boy Group | Downtown Los Angeles, CA | 01/2025 - PRESENT

- I spearhead global B2B and B2C marketing efforts between Green Boy's Los Angeles and Amsterdam offices to drive the Plant-Based Food Reformation, Green Boy's mission of aiding the world's biggest food producers transition to sustainable, eco-friendly, plant-based ingredients.
- I develop high-impact print and digital campaigns across digital, social, and print platforms, crafting compelling messaging that inspires change and fuels the plant-based movement.
- I direct Green Boy's content & creative strategy, ensuring brand consistency and engagement through video storytelling, email marketing, social media campaigns, in-person trade events, and industry collaborations.

CREATIVE COPYWRITER

@ Full Hearts | South Pasadena, CA | 09/2022 - 08/2024

- Created high-impact content and advertising copy for leading nonprofits, including Mercy Ships, International Justice Mission, and Operation Smile, driving donor engagement and support across multiple channels.
- Wrote and managed integrated print and digital fundraising campaigns such as direct mail, email marketing, video advertisements, and social media outreach, resulting in increased donor conversion rates and sustained contributions year over year.
- Collaborated with client's internal creative teams to ensure consistent messaging and branding across all marketing materials, aligning content with each nonprofit's mission and objectives to maximize fundraising outcomes.

MEDICAL & PHARMACEUTICAL COPYWRITER

@ 2e Creative | St. Louis, MO | 10/2021 - 09/2022

- Collaborated with copy supervisors and creative directors to deliver FDA-compliant copy for pharmaceutical clients.
- Developed and edited regulatory-compliant marketing materials for the launch of two new products in the postoperative pain management space.
- Ensured accuracy and adherence to FDA guidelines, resulting in timely approval and successful product launches.
- Worked closely with cross-functional teams to align brand messaging with medical and legal standards while maintaining creative integrity.

SENIOR COPYWRITER & CREATIVE COPY LEAD

@ Team Rubicon | El Segundo, CA | 04/2020 - 10/2021

- Led the creative copy team for an organization dedicated to giving veterans a chance to utilize their skills here at home, overseeing the development of strategic messaging across digital platforms, OOH campaigns, and print materials to enhance brand consistency and engagement.
- Spearheaded successful fundraising initiatives, volunteer recruitment campaigns, and brand awareness efforts that led to a spike in both donations and volunteer sign-ups.
- Developed dozens of individual pieces of comprehensive training materials, voice/copy style guides, video scripts, and executive speeches, ensuring consistent and compelling brand communication across all touchpoints.

CREATIVE DIRECTOR & COMMUNICATIONS LEAD

@ The Narrative Method | Santa Monica, CA | 11/2019 - 04/2020

- Directed the communications and creative team at a nonprofit focused on enhancing personal connections in the community, driving the strategic development of messaging across print, digital, and interactive channels.
- Spearheaded the creation of print brochures, a tabletop card game, and other interactive merchandise, ensuring all materials delivered an impactful and engaging message to diverse audiences.
- Collaborated with cross-functional teams to develop outreach strategies, resulting in increased engagement and awareness of the nonprofit's mission through compelling storytelling and innovative content.

CONTENT & SOCIAL MEDIA COPYWRITER

@ Hylink Digital | Santa Monica, CA | 07/2019 - 10/2019

- Developed high-impact long- and short-form copy for prominent clients such as UCLA Health, Santa Monica Travel and Tourism, Hawaiian Airlines, The Met, and San Francisco Travel Association, ensuring consistent and engaging messaging across social media, short-form content, email, OOH ads, and more.

- Collaborated with cross-functional teams to craft audience-targeted content, boosting brand visibility and driving customer engagement across diverse digital and traditional channels and media.
- Executed data-driven content strategies, resulting in increased audience interaction and improved campaign performance for travel and healthcare sectors.

SOCIAL MEDIA DIRECTOR & HEAD OF PARTNERSHIPS

@ Medicine X | Malibu, CA | 05/2018 - 07/2019

- Led the development and management of 100+ private Facebook communities through paid Facebook ads.
- Oversaw and managed a global social media team of six moderators based internationally in Malibu and Sydney to ensure safety, compliance, and engagement around the clock within each of our social media communities.
- Collaborated with renowned organizations, including the Alzheimer's Association and Leukemia & Lymphoma Society and many more, to create literature that simplified complex medical information for diverse audiences seeking to understand their diagnosis and conditions.
- Drove community engagement by strategizing and delivering targeted, educational content for patients, caregivers, and medical professionals, enhancing user experience of our products and social media communities.

EDUCATION

California State University, Northridge

- *MASTER'S DEGREE in Creative Writing and Rhetoric | Graduated 12/2020*

California State University, Northridge

- *BACHELOR'S DEGREE in Creative Writing | Graduated 05/2017*

California State University, Northridge

- *BACHELOR'S DEGREE in English Literature | Graduated 05/2017*

SKILLS

Leadership, Storytelling, Copywriting, Concept Development, Team Leadership, Research, Editor, Social Media Management, Cross-team Collaboration, Content Management, Team Management, Project Management, Creative Concepting, Advertising Agency, Content Creation, Content Production, Editorial, Recruitment Marketing, Paid Social Media, Creative Direction, Wireframing, Written & Oral Communications, External Communications, Customer Facing Communications, Digital Publishing, Creative Strategy, Narrative Design, Fundraising