

Michael T. Duffy



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DIGITAL PLATFORMS EXPERT | COPY DIRECTOR | MARKETING LEAD | STORYTELLER

Editorial and content marketing pro with 16+ years of experience in digital and print media. Ace copywriter with ability to build brand voice. Passionate storyteller that drives conversions through targeted messaging, headlines and content..

PROFESSIONAL EXPERIENCE

Carolina Panthers, Senior Manager of Digital Platforms

7/2023 – Present

- Lead content management for the team's website and app to ensure the best user experience.
- Design app builds to generate revenue - 2024 Schedule Release app experience garnered over 200K views and 20K clicks to ticket pages.
- Connect fans with what's on the field and our partners to create a seamless transition to commerce.

Dynamic Dinosaur Studio, Copy Lead

1/2021 – 7/2023

- Conceptualize brand voice and actionable copy across email, blog, web landing pages and social media.
- Main clients include Fender, Jackson Guitars, PreSonus Audio and Charvel Guitars.
- Additional clients include Oakley, Kelsen and Piston Pete's Brewery.
- Led copy direction for Ben Gibbard Signature Mustang and Jason Isbell Custom Telecaster campaigns, among many others.

Fender Musical Instruments Corporation, Senior Editor

3/2016 – 5/2020

- Managed Fender.com editorial calendar and content marketing strategy, covering new products, artists and tutorials.
- Created brand voice style guide.
- Wrote copy for social media, email marketing, PRPs and web landing pages.
- Led SEO strategy (organic traffic to article pages grew 186% YoY, revenue by 90% and conversions by 900%).
- Managed team of freelance contributors to grow Fender.com's editorial content archive and SEO footprint.
- Produced *How I Play* video series that utilized artist interviews to inspire others to play music.
- Interacted daily with Marketing, Social, Artist Relations, PR, CRM, Product and R&D to support all stakeholders.

Fender Musical Instruments Corporation, Content Manager / Producer

10/2011 – 3/2016

- Head writer for Fender.com, GretschGuitars.com, JacksonGuitars.com, Charvel.com and EVHGear.com.
- Worked with video and editorial freelancers to support FMIC product launches and artist campaigns.
- Assisted in developing content programming and executed against editorial calendars for five different brands.
- Managed all social media accounts for three FMIC high-performance brands (10/2011 – 1/2015).
- Produced *Fender Studio Sessions*, a performance/interview series that garnered 1.6 million YouTube views.

Baltimore Ravens, Website Content Writer / Coordinator

3/2006 – 9/2011

- Covered Ravens events through blogs, Twitter, in-depth features and game recaps.
- Served as main on-camera talent for BaltimoreRavens.com and hosted an in-season radio show (CBS Radio).
- Featured as Ravens team authority on NFL Network and ESPN, in addition to national and local radio shows.
- Built news/blog page views from nearly 8 million in 2009 to 15 million in 2010 through increased content programming.

SKILLS

Digital Media Marketing • Editing • Copywriting • Content Creation • Team Management • SEO • Analytics Reporting
Interviewing • Proofreading • Video Production • CMS Platforms • Digital & 35mm Cameras • Photoshop • HTML

EDUCATION

University of North Carolina – Chapel Hill

B.A., Journalism and Mass Communication — Public Relations Concentration