

Michael Cassman

Copywriter and Innovative Marketer

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OLD HICKORY, TN
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MICHAEL.CASSMAN@INVOCABO.COM

ABOUT

Michael is skilled in direct response copywriting, content creation, graphic design, and web design.

MichaelCassman.com/Portfolio

EXPERIENCE

MARCH 2021 - PRESENT

Invocabo, Nashville, TN

Copywriter

- Website Copy, Landing Pages
- Email Copy, Social Media Copy
- Content writing, Press Releases
- Print Copy, Newspaper/Magazine Ads
- Graphic Design
- Web Design

SEPTEMBER 2019 - MARCH 2021

St. Thomas Aquinas Seminary, Dillwyn, VA

Communications/Marketing Representative

- Graphic Design, Website Maintenance
- Article Writing, Press Releases, Script writing

CERTIFICATIONS

FEBRUARY 3, 2021

Google Certificate: [Bits and Bytes of Computer Networking](#)

Grade Achieved: 93.70%

APRIL 15, 2021

Google Certificate: [Technical Support Fundamentals](#)

Grade Achieved: 98.75%

EDUCATION

FEBRUARY 2021 - PRESENT

Copywriting and Marketing Courses

Copywriting Crashcourse - *John Carlton*

Simple Writing System Express Course - *John Carlton and Stan Dahl*

OCTOBER 2017 - FEBRUARY 2021

St. Thomas Aquinas Seminary, Dillwyn, VA

Studied Humanities, Philosophy, and Theology. Maintained a GPA of 3.4 and worked as a member of the seminary Communications Department.

SEPTEMBER 2015 - JUNE 2016

Pontifical College Josephinum, Columbus, OH

Studied History, Humanities, and Philosophy. Maintained a GPA of 3.9 and was elected Class Representative.

SEPTEMBER 2013 - MAY 2015

Aaron Academy, Hendersonville, TN

Graduated with a GPA of 3.5.

VOLUNTEERING

2014-2016

Saint Vincent de Paul, Gallatin, TN

- Web design
- Social media management

2016-2017

St. Aloysius Retreat Center, Los Gatos, CA

- 2000+ hours volunteered
- Manual Labor
- Web design
- Graphic design
- Audio editing