

Michael Cassman

MICHAEL.CASSMAN@INVOCABO.COM

Direct Response Copywriter

ABOUT

Michael is an award-winning freelance copywriter trained in direct response marketing techniques.

MichaelCassman.com

MichaelCassman.com/Portfolio

MichaelCassman.com/Testimonials

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

Awards

FEBRUARY 3, 2021

Winner of the Copy Chief "Sell the Bike" within Copy Chief

[See the full story here.](#)

EDUCATION

FEBRUARY 2021 - PRESENT

Copywriting and Marketing Courses

Copywriting Crashcourse - *John Carlton*

Freelance Course - *John Carlton*

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

Escape Velocity - *Copy Chief*

Real Free Life - *Copy Chief*

Email Copy Academy - *Chris Orzechowski*

Accelerator Copy Coaching - *Kevin Rogers & Melanie Warren*

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.