

MICHAEL ANGELO TATA, Ph.D.

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Fortune 50 Editorial and Creative corporate copy executive in the unique position of having worked extensively with Marketing, Financial, Healthcare, Pharmaceutical/Rx and Publishing conglomerates. Highly articulate thinker with the ability to thematize novel situations, organize disparate pieces of commercial and biological/scientific data into technical and functional Web and Print content.

EXPERIENCE

[iPUBLISHING LLC](#)

Creative Director-Copy/Editor-in-Chief

Los Angeles & New York City

2002 – Present

Functioned independently, both remotely and on-site, in the role of chief copy and editorial advisor for publishing firm dedicated to providing creative services to conglomerate advertising agencies, screenwriters, visual artists, interior designers, children's writers, novelists and other mavericks within various artistic communities.

- Partnered with [Sapient Interactive Agency](#), to reinvent and restage flagship e-portal [Metlife.com](#). Wrote detailed Web pages dedicated to life, auto and home insurance products, as well as mutual funds, annuities and life advice pages in clear, non-technical yet informative language. Worked closely with information architects, utilizing Content Management Systems and programming to ensure process fluidity.
- Partnered with [Wilson RMS Agency](#), in order to conceive, write and execute diverse direct and interactive pieces for a client roster including Wells Fargo Consumer Services, XM Satellite Radio and AAA Auto Insurance.
- Edited business proposals, artist statements, television pilots, promotional items, full-length screenplays, performance pieces, playbills, flyers, theater programs, poems, grant applications and other related materials for a wide array of enterprising clients in need of gratis editorial overhauls and fine-tuning.
- Worked through subsequent drafts of projects with qualifying writers, artists and designers, seeing nascent ideas through from seed crystal to final product.

[OMNICOM via CDMi CONNECT](#)

ACD Copy Supervisor-Contract

New York City

2007 – Present

Conceptualized and conceived direct and online campaigns for various DTC and DTP direct and interactive services and products for pharmacy Rx clients [Pfizer](#), [Eisai](#) and [Pricara Pharmaceuticals](#).

- Negotiated and balanced the creative copy needs and demands of Account and Project Management Departments in order to produce polished and sophisticated deliverables while integrating editorial suggestions from team members at all levels, thereby generating and fostering symbiosis and group coherence.
- Presented concepts face-to-face at internal creative meetings and with client.
- Developed and worked extensively with the Marketing department to implement and maintain consistent copy standards with regard to vocabulary, style and thematic coherence.
- Created sales representative pieces ranging from newsletters, board games, puzzles, mailers, CD-ROMs, and emails to microsites and monitored, identified, tracked, analyzed, and evaluated copy and procurement pieces.
- Conducted research in order to prepare presentations and maintain the organization of the database server.

[INTERPUBLIC via DRAFTFCB HEALTHCARE](#)

Senior Copywriter

New York City

2006 – 2007

Conceptualized and conceived direct and online campaigns for various services and products based on niche demographics and behavior-response models for healthcare clients [AARP](#), [United Health Group](#), and [MetLife](#).

- Created direct mail and Web-based pieces ranging from newsletters and mailers to CD-ROMs, emails and microsites.
- Wrote and developed scripts for multiple Webcasts.
- Produced and conceived hand-drawn original creative assets used for HP's Consolidation 2007 campaign.
- Provided technical services to create graphics, perform proofreading/ editing and conceive packaging.
- Worked with compliances matrices and analyzing RFPs, RFQs, RFIs.

CUNY GRADUATE CENTER

English PhD Student

New York City

1997 – 2005

Studied Romantic theory, Postmodernism and Cybernetics/Systems theory and how they are used to analyze various dimensions of Andy Warhol's performativity and productivity with Distinguished Dissertation Supervisors: Wayne Koestenbaum, Ph.D., Meena Alexander, Ph.D., and Eve Kosofsky Sedgwick, Ph.D.

- Turned dissertation into a book *Andy Warhol: Sublime Superficiality*, an aesthetic and poetic account of abjection and sublimity within the Warhol entourage.
- Graduated with Honors/Distinction for Comps, Orals and Defense.
- Won Graduate Teaching Fellowship (6 years) and Cohen Dissertation Fellowship (1 year).

PUBLICIS GROUPE via DIGITAS INC.

Senior Editor/Copywriter

New York City

1998 – 2002

Oversaw, edited and coordinated print and Web pages for an international multimedia advertising company while focusing primarily on AmericanExpress.com and to elicit and apply Client editorial desires to copy with speed, efficiency and accuracy. Able to deal successfully with a wide range of people and industries, never losing sight of the specificity of their immediate and long-term goals.

- Managed creative team of writers, editors and art directors; worked intensely on all facets of American Express Financial Services, including [American Express Blue](http://AmericanExpressBlue.com), E-commerce, Electronic Wallet, Global Branding, Membership Rewards, Consumer Card Services Group, Establishment Services and American Express International.
- Wrote and cross-checked site maps to ensure correct crosslinking of Web sites.
- Developed print media for Card rewards and bonuses; assessed competing cardmember offers from Citibank Visa, Nextcard Visa, MBNA and Capital One credit card companies in order to determine trajectory of future American Express campaigns and applications, while presenting projections and analysis at strategic meetings.
- Produced banner ads and product descriptions as well as technical and legal footnotes.

SHASHO JONES DIRECT

Copywriter

New York City

1997 – 1999

Wrote and Edited direct-mail fashion, computer and general merchandise catalogues for clients such as Kaiser Healthcare, among others.

- Served as chief liaison between Client and company from initial concept presentations phase through final deliverables stage.
- Conceived proposals and presentations for meetings with potential clients.
- Provided fact checking for catalogue items; negotiated style and copy guidelines with account executives and art directors, then compiled them into companywide style guides.
- Worked on special international accounts, such as [Petrossian Caviar](http://PetrossianCaviar.com), using knowledge of the French language and European history; worked closely with new clients to facilitate timely turnaround on first-run catalogues and mailings.

EDUCATION

City University of New York Graduate Center; Ph.D. in English Literature with Distinction, NY, NY; 2005.

The New School for Social Research; M.A. in Liberal Studies with Honors, NY, NY; 1997.

The Fabric Workshop Museum and Gallery; Textiles Apprenticeship, Philadelphia, PA; 1994.

Temple University, M.F.A. in Creative Writing/Poetry s with Honors, Philadelphia, PA; 1994.

Providence College, B.A. in Biology; Providence, RI; Magna Cum Laude; 1991.

SKILLS

- Multimedia Copy & Editorial Genius
- Formal Biological and Pharmaceutical Science, Medical Training
- Published widely, both domestically and internationally
- Executive Financial/Technical Copywriting and Publishing Guru
- Proficient in AMA, APA and MLA Styles
- Software: Adobe FrameMaker/ Illustrator/Photoshop; Microsoft Office; WordPerfect: Cross Platform: PC/Mac
- Customer Relationship Management, Communications & Content Expert
- Trilingual: English, Spanish, French
- Synergistic team player with talent for fostering esprit de corps