

Margaret Michaels

Content Development Manager

2 Woodland Drive, New Paltz, NY | 917.991.1888 | margaret_michaels@yahoo.com | www.margaretmichaels.net

Profile

Expert in creating and aligning content with organizational goals and strategy. Team player and collaborator who manages cross-functional content development projects end-to-end.

Experience

BRAND CONTENT & STORYTELLING MANAGER

INSTITUTE OF MANAGEMENT ACCOUNTANTS (IMA) | 2017 – PRESENT

- Develop content plan and maintain content delivery calendar to promote a growing professional association for accounting and finance professionals.
- Collaborate cross-functionally to align content for integrated marketing strategy.
- Create blogs, social media posts, emails, articles, podcasts, videos, and website content.
- Track performance with analytics. Report monthly performance to CMO.
- Work with digital marketing manager to optimize content for SEO.
- Support senior executives' presentation needs, including PowerPoint development with speaker notes.
- Script keynotes for special events.
- Write and manage production of Annual Report.

SENIOR COMMUNICATIONS SPECIALIST | CUNY INSTITUTE FOR STATE AND LOCAL GOVERNANCE (ISLG) | 2015 - 2017

- Created blogs, newsletters, emails, and research reports to engage funders and key stakeholders in ISLG's public policy work.
- Managed social media platforms, Facebook, Twitter, and Instagram, with Sprout. Created content and graphics for posts.
- Organized special events and panel discussions on CUNY campus. Scripted keynotes and created presentations. Developed promotional materials and email campaigns, with MailChimp, to attract attendees to these public events.
- Updated website with new content, using WordPress.

MARKETING COMMUNICATIONS SPECIALIST | STARR INSURANCE | 2014-2015

- Developed content to support sales of Starr's portfolio of travel insurance products.
- Created marketing toolbox for sales team with product flyers, case studies, and white papers.
- Developed multi-media presentations for client pitches.
- Served as content lead for website development.
- Wrote articles with executive bylines for industry trade publications.
- Worked booth at travel tradeshow to promote products and to gather feedback from clients.

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Experience

STRATEGIC MARKETING SPECIALIST | AIG | 2011-2014

- Created full suite of marketing collateral including case studies, white papers, research briefs to support accident and health product suite.
- Developed and executed communication plan for "Ahead of the Game" cause marketing initiative, including social media posts and event marketing.
- Launched profit center Chatter group to facilitate inter-departmental communication about milestones and wins.
- Served as marketing lead for all presentations and communications from VP Product Development including company-wide internal emails.

Skills

- Content creation
- Project management
- SEO optimization
- Analytics
- Communication
- Creativity
- Copyediting
- Proofreading

Technology

- Microsoft Office
- PowerPoint
- Excel
- Word
- Outlook
- Microsoft Teams
- Canva
- Sprout
- MailChimp
- WordPress

Education

- M.L.S. Library and Information Science, Pratt Institute, Brooklyn, NY
- B.A. English, Concentration in Journalism, University of Delaware, Newark, DE