

MARGARET MICHAELS

VERSATILE WRITER WITH STRONG CONTENT DEVELOPMENT SKILLS. EXPERTISE IN BLOGS, SOCIAL MEDIA POSTS, ARTICLES, EMAILS, WEB CONTENT, VIDEO SCRIPTS.

CONTACT

917-991-1888

margaret_michaels@yahoo.com

www.margaretmichaels.net

SKILLS

Content creation
Project management
SEO optimization
Analytics
Communication
Creativity
Copyediting
Proofreading

TECHNOLOGY

Microsoft Office
PowerPoint
Excel
Word
Outlook
Microsoft Teams
Canva
Sprout
MailChimp

EDUCATION

Pratt Institute
Masters in Information Science

University of Delaware
Bachelors in Journalism

PROFILE

Team player and collaborator who manages cross-functional content development projects from end-to-end. Deep understanding of earned, owned, and paid digital media landscape and how to write for each.

EXPERIENCE

Brand Content and Storytelling Manager

Institute of Management Accountants

2017-present

Create blogs, social media posts, emails, articles, podcasts, videos, and website content to attract members to growing professional association. Use analytics to measure performance. Adapt content based on performance. Support senior executives' presentation needs, including PowerPoint development with speaker notes. Script speeches for special events. Write and manage production of Annual Report.

Senior Communications Associate

CUNY Institute for State and Local Governance (ISLG)

2015-2017

Created blogs, newsletters, emails, and social media posts to engage donors and key stakeholders in ISLG's public policy work. Posted speaker remarks live on Twitter and Facebook during special events. Coordinated panel discussions among experts in economics, urban planning, public health, and criminal justice. Developed promotional materials and email campaigns to attract attendees to these events.

Communications Associate

Starr Insurance

2014-2015

Developed content for use across earned, owned, and paid digital media. Measured response across media platforms to determine most cost-effective marketing methods. Created marketing toolbox comprised of product positioning sheets, case studies, 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.