

Margaret Michaels

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Portfolio: margaretmichaels.net

Professional Experience

Manager, Brand Content and Storytelling, Institute of Management Accountants (IMA®)

November 2017-Present

Develop key messaging for IMA's portfolio of educational products and services including social media content, video storyboards and scripts, podcasts, and website content. Create email lead nurture campaigns. Gather testimonial content for use in integrated marketing strategy. Create SEO pages based on key search terms to increase traffic to IMA website. Author IMA blog optimized for SEO. Create talking points for IMA spokespeople for use in media interviews. Manage production of IMA's Annual Report and Strategic Plan. Collaborate with social media manager on developing and deploying content on appropriate channels. Co-author research reports on key trends affecting target customers.

Other Key Responsibilities:

- Support President and CEO as well as Global Board Members' presentation needs
- Partner with graphic designers on developing infographics, social media posts, and thought leadership pieces including research reports and policy briefs
- Develop scripting for IMA events, including IMA's Annual Conference & Expo and IMA's Annual Meeting of Members

Senior Communications Associate, CUNY Institute for State and Local Governance (ISLG)

August 2015-May 2017

Created and implemented strategic communications plan for the Equality Indicators, a three-year Rockefeller-funded initiative focused on inequality in U.S. and international cities. Developed content (blogs, newsletters) for use across multiple media channels including website and social media. Engaged donors and other stakeholders through email outreach campaigns. Managed media relations; identified target publications for coverage and placement. Ensured Equality Indicators brand and messaging was appropriately covered by media. Fielded media requests for follow-up interviews with spokespeople. Handled crisis communications as needed. Crafted compelling press releases and op-eds on key events. Coordinated annual conferences. Prepared presentations and handouts for conferences and other special events.

Other Key Responsibilities:

- Served as communications liaison between Equality Indicators and parent organization, Institute for State and Local Governance (ISLG), and university affiliate, City University of New York (CUNY)
- Developed organization-wide social media policy
- Organized special events to promote the Equality Indicators brand

Product Marketing Specialist, Starr Companies

April 2014 to August 2015

Drove and executed marketing strategies for leisure travel insurance products and assistance services. Developed strategic communications plan and content for use across multiple media platforms including social media, print advertising, and website. Ensured messaging consistent with brand promise and value proposition.

Other Key Responsibilities:

- Developed executive-level presentations for client pitches
- Created a comprehensive portfolio of marketing collateral
- Served as content lead for website development

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Strategic Marketing Analyst, AIG

May 2011 to April 2014

Gathered competitive intelligence and market research on college student health/youth sports market. Synthesized research into high-level reports for senior management. Identified key customer target segments and developed customized marketing content based on these segments. Served as marketing lead for “Ahead of the Game” youth sports concussion-prevention program.

Other Key Responsibilities:

- Communicated departmental activities to company at large via Chatter Group
- Posted daily content on Facebook, Twitter, and LinkedIn to raise awareness of Ahead of the Game initiative
- Served as primary lead for all presentations and messaging from VP of Product Development

Technology

Microsoft Word, Microsoft Excel, Microsoft Powerpoint, Microsoft Outlook, Microsoft Teams, Survey Monkey, Mail Chimp, Real Magnet, In Design, Adobe Photoshop, Marketo, Salesforce, Google Analytics, Sprout, Hootsuite, Canva, Basecamp, JIRA

Education

MS, Library and Information Science, Pratt Institute

BA, English with Concentration in Journalism, University of Delaware