

# michelle gant

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## experience

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### **Content and SEO Copywriter, Ruggable**, September 2020-present

- Brainstorm, write, and edit blog content to increase organic traffic on the website and drive conversions
- Use data analytics software and SEO keyword research to write and optimize copy on product pages
- Write email copy that promotes high open rate to increase website traffic

### **Marketing Content Manager, Womanly Mag**, October 2020-present

- Generate and cultivate partnerships to help grow Womanly's mission and gain revenue
- Research, write, produce, and optimize content on social channels that align with brand partners
- Work closely with brand partners and internal communication team to produce and run digital and print ads

### **Digital Content Marketer (contract), Ruthie Lindsey**, June 2020-present

- Design pitch decks, oversee brand research, and manage outreach for partnerships
- Write content for website, monthly email marketing newsletter, and other marketing materials to grow audience
- Help develop new product offerings to increase revenue, including coaching courses, paid collabs, and webinars

### **Digital Content Marketer & Copywriter (contract), FabFitFun**, February 2020-Present

- Edit and write trending marketing content across lifestyle verticals for online magazine, bringing in 86K pageviews
- Produce articles in Wordpress and optimize print content for digital using SEO to improve organic search rankings
- Increase revenue by creating compelling product descriptions for e-commerce platform in the brand's voice

### **Copywriter (contract), Curology**, October 2020-December 2020

- Create copy and ensure brand voice consistency for influencer cuts that are seen by millions of people
- Conduct keyword research to write search copy for growth marketing Google Ads

### **Digital Writer (contract), NBC's TODAY Show**, May 2019-July 2020

- Researched and wrote original editorial content for Today.com, garnering millions of pageviews
- Crafted engaging SEO-friendly headlines and selected photos to drive traffic to the articles

### **Digital Editor & Content Strategist, GOOD | Upworthy**, June-December 2019

- Assigned, edited, wrote, and uploaded into CMS content for three digital platforms: GOOD, Upworthy, and Leapsmag
- Oversaw branded content, producing articles and social posts for clients such as Google, Macy's, and Capital One
- Assisted with audience development strategies and crafted the daily newsletter with Mailchimp
- Created new opportunities for business, including audience experiences and content for affiliate marketing program

### **Editor, Writer, Digital Content Marketer, Freelance**, April-June 2019

- Helped launch skincare line, Spritz Mist, including copywriting product descriptions for website and product labels
- Brand marketing for Korean skincare line, Dr. Cure 7, including press and sales kits and copywriting for website
- Edited curriculum for Poshly's online beauty business courses during development phase

### **Digital Editor & Content Strategist, 21st Century Fox**, May 2017-February 2019

- Wrote and edited 25-plus articles a week on news and lifestyle topics, doubling traffic year-over-year
- Conducted interviews and produced videos on celebrities and industry experts
- Oversaw evergreen content and ran editorial calendar for a team of four editors and college associates
- Implemented growth strategies, including social media posts and SEO, reaching 150 million monthly views

### **Digital Contributor, StyleCaster**, January-May 2017

- Pitched and wrote diverse and inclusive fashion, beauty, and lifestyle content for a digital platform
- Researched and edited photos, and uploaded content into Wordpress

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## education

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### **M.A.** Strategic Communications, **Liberty University**

### **Semester at Sea**, Study Abroad Program, **University of Virginia**

- Traveled to eight countries and took global studies courses while living aboard a ship

### **B.A.** Journalism and Communications, **University of Oregon**

- Member of Alpha Chi Omega sorority, Order of Omega, National Society of Collegiate Scholars