

# michelle gant

541.633.6415

• michelleleegant@gmail.com

• www.michellegant.com

---

## experience

---

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

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

**Digital Content Marketer (contract), FabFitFun**, Los Angeles, CA, February 2020-Present

- Edit and write trending 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.

**Digital Writer (contract), NBC's TODAY Show**, New York, NY, May 2019-Present

- Research and write original editorial content for Today.com, garnering millions of pageviews
- Craft engaging SEO-friendly headlines and select photos to drive traffic to the articles

**Digital Editor & Content Strategist, GOOD | Upworthy**, Los Angeles, CA, 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**, Los Angeles, CA, 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**, New York, NY, 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**, New York, NY, 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

**Digital Editorial Intern, Domino**, New York, NY, January-May 2017

- Researched, pitched, and wrote original editorial content for a growing number of lifestyle categories
- Uploaded and edited content through a custom CMS
- Performed headline testing, SEO editing, and keyword research

**Editor, About Face Magazine**, Portland, OR, October 2016-May 2017

- Wrote and edited feature stories on local innovators in business, arts, culture, and fashion
- Assisted with growth strategies, including running social media platforms

**Magazine Intern, Conde Nast, SELF Magazine**, New York, NY, September-December 2012

- Analyzed and presented health and beauty trend reports to editors
- Consulted with brand representatives and PR firms to discuss new product launches
- Selected products for upcoming stories and organized the beauty closet

---

## education

---

**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