

Michelle Gant

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experience

PERFORMANCE COPYWRITER - CONTRACT | O POSITIV | JANUARY 2023-PRESENT

- Write web and social copy for brand campaigns with a conversion-driven approach
- Pitch and write marketing articles for the blog, maintaining brand voice and SEO best practices

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
- Write short-form copy for digital ads, emails, website, CTAs, and more

CONTENT MANAGER | RUGGABLE | SEPTEMBER 2021-AUGUST 2022

CONTENT & SEO COPYWRITER | RUGGABLE | SEPTEMBER 2020-AUGUST 2021

- Managed editorial strategy and copywriter team for Ruggable.com, Ruggable.co.uk, and the Ruggable app
- Led content direction and copy for email and SMS campaigns for 3 million+ subscribers
- Owned the editorial calendar and produced blog content to increase organic traffic and drive conversions
- Supported marketing campaigns and product launch strategies with the goal of driving new customer acquisition
- Wrote web copy for product pages, collection pages, and landing pages with brand voice in mind
- Used tools such as SEMRush, Shopify, Google Analytics, Heap, and Klaviyo to track content success

COPY EDITOR | FABFITFUN | FEBRUARY 2020-MARCH 2022

- Edited and wrote lifestyle marketing content for online magazine, bringing in 86K monthly page views
- Produced articles and optimized print content for digital using SEO to improve organic search rankings
- Drove sales by copywriting compelling product descriptions for e-commerce platform in brand's voice

GROWTH COPYWRITER | CUROLOGY | OCTOBER 2020-DECEMBER 2020

- Worked collaboratively with acquisitions, designers, and marketing managers on brand copy seen by millions
- Edited growth marketing influencer video ads, creating various versions for testing to ensure maximum views
- Delivered copy quickly and efficiently, ensuring brand voice consistency across projects

EDITOR | UPWORTHY | JUNE-DECEMBER 2019

- Assigned, edited, wrote, and produced content for two digital platforms: GOOD and Upworthy
- Oversaw partnership content, including articles and social posts, for clients such as Google, Macy's, and Capital One
- Managed a team of writers, overseeing deadlines and budget, and ensuring consistent brand voice

DIGITAL LIFESTYLE EDITOR | 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 interns
- Implemented growth strategies, including social media posts and SEO, reaching 150 million monthly views

EARLY EXPERIENCE | 2010-2017

- Digital Media: StyleCaster, Domino, College Fashionista, Red Carpet Fashion Awards
- Print Media: About Face Magazine, SELF Magazine, San Diego Magazine, Eugene Magazine
- Broadcast Media, Marketing, and Events: CBS This Morning, Moxie Events, KTVZ-News Channel 21

education

M.A. | Strategic Communications | Liberty University

Semester at Sea | Study Abroad Program | University of Virginia

B.A. | Journalism & Communications | University of Oregon