Michelle Gant

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# Experience

**Copywriter – O Positiv**
January 2023-Present

* Write web and social copy for brand campaigns with a conversion-driven approach
* Pitch and write marketing articles on women’s health and wellness for the blog, maintaining brand voice and SEO best practices

**Senior Content Manager – Grow Therapy**
January 2023-Janury 2024

* Led copy strategy for company-wide rebrand, including UX copy, social, and email campaigns
* Increased annual blog impressions by 1 million YOY by producing 30+ SEO articles a month and managing a team of 20
* Scaled content volume using AI tools
* Boosted patient booking and session attendance by 11% by designing and executing a strategic A/B testing initiative, refining pivotal copy and design elements
* Generated $815K in annual sales as a direct outcome of the refined email and SMS strategy
* Analyzed content performance and utilized data to inform future content decisions and implement A/B tests
* Wrote copy and created A/B tests for paid social channels, including TikTok, Facebook, and Instagram, resulting in 10% lower CAC

**Content Manager / SEO and Content Copywriter | Ruggable**
September 2020- August 2022

* Led content direction and copy for retention and loyalty email and SMS campaigns for 3 million+ subscribers
* Owned the editorial calendar and produced blog content to increase organic traffic and drive conversions
* Created 360 marketing campaigns that increased conversions across channels by 15%
* 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
* Collaborated with design team to create visually appealing and engaging content for email and SMS

**Copy Editor | FabFitFun**
February 2020- April 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
* Ensured all content is grammatically correct and adheres to the brand's style guide

**Growth Copywriter (Contract)| Curology**
September – December 2020

* Conducted market research to identify trends and opportunities for compelling copy in the skincare industry
* 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

**Writer | NBC Today Digital**
May 2019- July 2020

* Researched and wrote original editorial content for Today.com on trending food and style topics, garnering millions of page views
* Crafted engaging SEO-friendly headlines and selected photos to drive traffic to the articles

**Digital Editor and Content Strategist | Upworthy**
2019

* Oversaw branded content, producing articles for clients such as Google, Macy’s, and Capital One
* Assisted with audience development strategies and crafted the daily newsletter with Mailchimp
* Managed a team of writers to create daily articles for the website, editing their content and providing feedback
* Analyzed website traffic and engagement metrics to identify areas of improvement and make data-informed decisions to enhance content strategy and user experience

**Copy Editor | Poshly**
2019

* Wrote brand copy for numerous beauty clients, including product copy, packaging, and web
* Helped launch new beauty line, ensuring all marketing materials aligned with brand voice, including web, social, and product packaging

**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 an editorial calendar for a team of four editors and college associates
* Implemented audience development strategies, reaching 150 million monthly views

# Skills

Copywriting • Editing • Growth strategies • Brand messaging • SEO • Retention • Content strategy • A/B testing

# Education

### M.A. Strategic CommunicationsLiberty University

### B.A. Journalism and CommunicationsUniversity of Oregon