

Michelle Gant

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experience

CONTENT MANAGER | RUGGABLE | SEPTEMBER 2021-AUGUST 2022

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

- Managed e-commerce content and a copywriter team for Ruggable.com, Ruggable.co.uk, and the Ruggable app
- Led content direction and copy strategy for email and SMS campaigns for 3 million+ subscribers
- Owned the editorial calendar and produced blog content to increase organic traffic and drive conversions
- Oversaw SEO copy across the website, resulting in 24% session growth and 40% keyword growth year-over-year
- 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

EMAIL & EVENTS MARKETING MANAGER | RUTHIE LINDSEY | JUNE 2020-JANUARY 2022

- Managed email marketing campaigns from development to execution, including segmentation and QA
- Helped plan, execute, and promote sold-out influencer events, web series, and online courses
- Oversaw brand partnerships, including pitch deck creation and outreach

GROWTH COPYWRITER | CUROLOGY | OCTOBER 2020-DECEMBER 2020

- Worked collaboratively with Acquisitions team, designers, and marketing managers on 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

DIGITAL WRITER | NBC: TODAY SHOW | MAY 2019-JULY 2020

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

DIGITAL EDITOR & CONTENT STRATEGIST | UPWORTHY | JUNE-DECEMBER 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

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 college associates
- 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