

Michelle Gant

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experience

CONTENT MANAGER | RUGGABLE | SEPTEMBER 2020-PRESENT

- Oversee content and copy on the marketing team for both Ruggable.com and Ruggable.co.uk
- Write email and SMS copy for evergreen and promotional campaigns for 3 million+ subscribers
- Manage blog calendar and produce content to increase organic traffic and drive conversions
- Write product copy, collection copy, and landing page copy, keeping both SEO and brand voice in mind

MARKETING CONTENT MANAGER | WOMANLY MAG | OCTOBER 2020-PRESENT

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

OPERATIONS ASSISTANT | RUTHIE LINDSEY | JUNE 2020-JANUARY 2022

- Designed pitch decks, oversaw brand research, and managed outreach for partnerships
- Wrote content for website, monthly email marketing newsletter, and other marketing materials to grow audience
- Planned and marketed digital workshops and seminars, including promotion, sales, and graphic design

DIGITAL CONTENT MARKETER | FABFITFUN | FEBRUARY 2020-DECEMBER 2021

- 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
- Increased revenue by creating compelling product descriptions for e-commerce platform in brand's voice

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 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 affiliate marketing program

DIGITAL 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