

Michelle Johnson

North Richland Hills, Texas | 817.404.2127 | scoutmhen@gmail.com

| thecontentmaven.com | [linkedin.com/in/alicemichellejohnson](https://www.linkedin.com/in/alicemichellejohnson)

Senior Copywriter & Content Writer

A senior-level writer with 23 years of experience developing creative and engaging marketing content for diverse clients. Skilled at driving the full lifecycle of projects from concept development to high-quality deliverables in alignment with strict specifications. Adept at analysis, planning, and content development, utilizing superior writing and research skills to effectively target a wide range of audiences.

Work Experience

Thomson Reuters

08/2017 - 05/2023

Brand Copywriter

Key Responsibilities

- Developed and presented three creative concepts per quarter to internal clients across various segments.
- Wrote advertising copy for online content, adhering to company's overarching brand identity and personality.
- Edited and proofread content to confirm proper grammar and spelling, quality, and consistency with brand guidelines and AP Style.
- Crafted content for landing pages, blog posts, and thought leadership articles to increase organic traffic using SEO best practices.
- Researched industry-related topics by performing product manager interviews and combing online sources.
- Created marketing content for print and digital ads, brochures and sell sheets, case studies, emails, white papers, special reports, e-books, and social media.

Freelance

03/2015 - Present

Copywriter

Key Responsibilities

- Consult approximately 8 clients on their content needs and propose optimal solutions.
- Ghostwrite articles for clients in foodservice, tech, and manufacturing industries, incorporating relevant SEO terms and interlinking.
- Rewrote and organized content to migrate from legacy site to content management system.
- Built and launched site pages using WordPress.

JDA Software

01/2012 - 03/2015

Marketing Writer

Key Responsibilities

- Managed communications plan for annual user conferences which included emails (employee and attendee), printed collateral (invitation and onsite guide), after-event surveys, event website, mobile app, social media posts, and video scripts.
- Built emails and segmentation lists using Marketo.
- Developed and implemented content for marketing and sales collateral.
- Conducted A/B testing of landing pages, postcards, and digital ads.
- Developed and managed editorial calendar to meet sales and engagement goals.
- Edited and proofread email drip campaigns and monthly customer magazine.

TM Advertising

09/2007 - 07/2011

Web Content Writer

- Managed content writing plan for redesigned frequent flyer microsite.
 - Managed homepage promotions calendar to ensure relevance.
 - Conducted quarterly content reviews of website to ensure timely, engaging, and relevant content.
 - Developed content guidelines for homepage placement.
 - Collaborated with marketing and design teams to develop site content for frequent flyer and Citi Bank programs.
 - Contributed 4 articles per month to customer retention newsletter.
 - Provided keyword-rich content and metadata to improve search rankings.
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Web Content Manager

- Created content plan including the sourcing, writing or supervision of writing, and editing content developed for other media, as well as scheduling of content management processes and workflows.
- Developed content for all customer websites, the employee intranet, and onscreen instructional text for online banking.
- Collaborated with product and marketing managers to develop effective and engaging email campaigns, digital banners, and other sales opportunities.
- Managed content calendar to ensure freshness.
- Wrote content for and managed the development of employee newsletter.
- Prepared materials for and managed usability testing for mortgage and banking websites.

Education

Texas State University

Bachelor of Arts

Skills

B2B & B2C Marketing

Project Management

Copywriting

Microsoft Office

Content Creation

Proofreading and Editing

Content Management

WordPress

Writing for SEO

Research

Strengths

- Ability to manage multiple projects.
- Excellent communication, presentation, and project management skills.
- Proven track record of close collaboration with cross-functional teams.

Accomplishments

- Completed Thomson Reuters website migration within budget and 6-month timeframe.
- Trained a team of 10 developers on how to build content using WordPress modules.
- Increased conference attendance for JDA FOCUS by 20% over three years.
- Managed two usability testing sessions of First Horizon banking and mortgage sites, resulting in *Top 10 Bank Website* awards for both.
- Developed three successful marketing campaigns per quarter.