

CAREER SUMMARY

“As a creative director, working with Michelle was a no brainer – she gets it! There’s no ego involved, it’s all about doing the best work she can, being flexible, on time, and creating a successful direct mail package.”

Domenic Spinosa
V.P. Creative Director
SCA Direct

“Michelle's down-to-earth attitude combined with her gift for writing that gets to the heart of the matter makes her the smart choice - really the only choice - for any business owner who wants to rev up their sales copy and increase their profits.”

Cheryl Antier,
CEO Dream Weaver Enterprises

An enthusiastic and talented freelance copywriter and ghostwriter with 7-years of successful writing experience. Innovative and creative and knowledgeable about emotional triggers. Outstanding qualifications in building and fostering relationships between business owners and their customers with powerful copy. PC literate with email, internet, Microsoft Office Publisher, Microsoft Word, PowerPoint, and Adobe Photoshop. Expertise working with internet marketers, graphic designers, nonprofits, copywriting and direct marketing agencies. Excellent written and communication skills. Demonstrated core competencies include:

- Eblasts
- Acquisition letters
- Article Marketing
- Devotionals
- Blog posts
- Ecards
- Landing pages
- Direct Mail letters
- Editing and proof reading
- Article Marketing
- Micro sites
- Renewal letters
- Volunteer letters
- Book chapters
- Email reminders
- Catalog copy
- Banner copy
- Niche writing
- Ebooks
- Web Content

PROFESSIONAL EXPERIENCE

- JACK HOPMAN, Stock Trader Pro 2012
Project: Stock Trader Pro Email Autoresponder Campaign
■ Stock Trader Software Emails
- JAMIE SKINNER, www.centralarkansashomes.com 2011 to Present
Project: Mice Campaign
■ Mice Articles
Project: Used Cars Campaign
■ Used Car Articles
Project: Used Trucks Campaign
■ Used Trucks Articles
Project: Golf Campaign
■ Golf Articles
Project: Termite Campaign
■ Termite Articles
- ADAM TIJERINA, www.adamtijerina.com 2011 to 2011
Project: Personal Injury Law Campaign
■ Personal Injury Law Articles

“Michelle was very prompt and thorough in researching the article topics I requested, her correspondence was clear and precise, and the end result was a package of well written articles that perfectly fit my needs.”

Jamie Skinner

“. . . received my articles from Michelle and I can't be happier. She did just what I asked and knows exactly how to write an SEO optimized article that is still a pleasure to read. ”

Jon Heusman

AVANI MISRA

- Project:** Mediterranean Campaign
- Mediterranean PLR Articles

JONATHAN HEUSAN 2011 to 2011

- Project:** Kettlebell Article Campaign

GET INSPIRED DIRECT, Nashua, New Hampshire

2010-2011

- Project:** Phillip Cameron Ministries
- Moldova (book chapter)

CREATIVE ONE DIRECT, Westford, Maryland

2008-2011

- Project:** Breakthrough with Rod Parsley
- Armour Bearers Recruitment Package C
 - Pentecost Letter
 - Thanksgiving eblast
 - Intercessory prayer eblast
 - Prayer cloth eblast
 - Just for My Friends eblast
 - Christmas devotional eblast
 - New Year's devotional eblast
 - Prayer Cloth email reminders
 - Unwed Mothers eblast
 - Resurrection Seed 1 & 2 eblast
 - Covenant Partners eblast
 - Platinum Covenant Partners eblast
 - Covenant Partner microsite
 - Platinum Covenant Partners microsite
 - Prophecy eblast
 - Prophecy and Perspective eblast
 - Sudan Slaves 1 eblast
 - Sudan Feeding eblast
 - Past Covenant Partners
 - Give Now email
 - Seven Week Pledge email
 - Alive Forevermore e-card
 - Healing e-card
 - No Price was too High E-card
 - Salvation E-card
 - Friends email
 - Under a Rock email
 - Intercessory Prayer reminders

- Project:** Bridge of Hope (BOH)

- Haiti eblast
- Sudan Slaves 1 & 2 eblast
- Sudan microsite
- Haiti microsite

- Project:** Center for Moral Clarity

“... Michelle is . . .
one of the MOST
talented writers
I’ve had the
pleasure of
knowing online.

She has an
extensive
background, and
a way with
words that
converts
customers.”

**Jenn Dize,
Warrior Forum**

- Social Injustice eblast
- Partial Birth Abortion email
- Gay Agenda

SCA DIRECT, Fairfax, Virginia 2010- 2010

Project: Pioneer Volunteer

- Pioneer Volunteer Letter

SPINOSA DESIGN, Westford Maryland 2009-2010

Project: Bideawee

- Bideawee Acquisition Letter (DM)
- Bideawee Renewal Letter (DM)

Project: D'Youville

- D'Youville Letter (DM)

Project: Safe Horizon

- Safe Horizon gift Catalog

EDUCATION

- Master of Education (MSEd) HUNTER COLLEGE
- Bachelor Business Administration Degree BENARD BARUCH

PROFESSIONAL DEVELOPMENT

Introduction to Internet Writing (2012)	YORK COLLEGE (24+ hours)
Fundamentals of Technical Writing (2011)	YORK COLLEGE (24+ hours)
Creating Web Pages (2011)	YORK COLLEGE (24+ hours)
Computer Basics (2009)	AMERICAN WRITERS & ARTIST INC.
Online Video Marketing (2009)	AMERICAN WRITERS & ARTIST INC.
Resume Writing (2009)	AMERICAN WRITERS & ARTIST INC.
Making the Leap (2007)	AMERICAN WRITERS & ARTIST INC.
Six Figure Copywriting (2007)	AMERICAN WRITERS & ARTIST INC.
Desktop Publishing (2007)	AMERICAN WRITERS & ARTIST INC.
Writing Children's Books (2008)	INSTITUTE OF CHILDREN'S LITERATURE
Writing for Children & Teenagers (2005)	INSTITUTE OF CHILDREN'S LITERATURE

PUBLICATIONS

- Author, "Jamaica Bay Wildlife Presents Nauralmente" Examiner.com, 2012
- Author, "National Black Touring Circuit Presents Adam Clayton Powell, Jr.," Examiner.com, 2012
- Author, "National Black Touring Circuit presents Zora Neal Hurston," Examiner.com, 2012
- Author, "Work at home: Self-assessment the key to your business success," Examiner.com. 2012
- Author, "Work-at-home: 5 keys for success," Examiner.com. 2012
- Author, "Harlem Fine Arts Show Extravaganza," Examiner.com, 2012
- Author, "Work at Home Mom: Who are You?" Workathomeformoms.net, 2011
- Author, "Is Paybox a Great Business Opportunity or a Scam?" Suite101.com, 2011
- Author, "Breakfast Improves Academic Performance," HubPages.com, 2011

“Michelle's proposal letter was a great help to me and my organization... she put a great deal of effort into the letter, and she made sure to get to know my organization and its work in order to make the letter as compelling as possible. The result was an original and engaging letter that states our case and shows what we have to offer to potential donors.”

**Elisa Walton,
Fundraising &
Alliance
Coordinator**

Author, "Fuel Your Day with Breakfast," HubPages.com, 2011
Author, "Keep Your SEO Copy Sabotage Free," EzineArticles.com, 2011
Author, "Fix Your Copy Easily, Quickly and Right," EZineArticles.com, 2011
Author, "Essential Ingredients for the Christian Homeschool Curriculum," Suite101com, 2010
Author, "Hold On," Gift of Prayer Book
Author, "Hold On," Celebrate God Book
Author, "Self-Discipline and Public Speaking," EzineArticles.com, 2009
Author, "Purpose and Public Speaking," EzineArticles.com, 2009
Author, "Leadership, What Kind of Leader are you?" EzineArticles.com, 2009
Author, "The Smart Guide to Public Speaking," Smart Publishing House, 2009
Author, "Excuse Me Let Me Speak! Student Guide: The Easy Way to Write and Deliver a Great Speech!" Smart House Publishing, 2009
Author, "The Excuse Me Let Me Speak Teacher's Manual Excuse Me! Let Me Speak!" Smart Publishing House, 2009
Author, "Excuse Me! Let Me Speak! A Young Person's Guide to Public Speaking," AuthorHouse, 2009
Author, "He's Coming Again," Primary Street, 2007
Author, "Friend or Foe Fibromyalgia," Signs of the Times, 2006
Author, "God is a Miracle Worker," My Walk with Jesus, 2006
Author, "The Case of the Missing Donut," My Walk with Jesus, 2006
Author, "So Sorry Grandma," My Walk with Jesus, 2006
Author, "Why the Title?" My Walk with Jesus, 2006
Author, "Dilemmas Facing the Christian Parent," My Walk with Jesus, 2006
Author, "Will You Remember God this Thanksgiving," The ABC Connection Newsletter, 2006
Author, "Transparency the Essential Ingredient," Christian Woman Magazine, 2006
Author, "Jesus Loves it When I Share," Our Little Friend 2006
Author, "Love is Kind," Devo Zine, 2006
Author, "Journey to Healing," InspiredMoms.com, 2005
Author, "Underneath the Mask," InspiredMoms.com, 2005
Author, "Fibromyalgia Friend or Foe," Justformoms.com
Author, "Exercise for Life," DabblingMum.com