

MICHELLE MARKELZ

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education

University of Missouri
Bachelor of Journalism '12
Bachelor of History '12

skills

Content Strategy
Writing + Editing
Reporting + Research
Digital Marketing
SEO
Social Media
Basic HTML
InCopy
InDesign
Photoshop

where I'm published

Marketing News
Marketing Insights
Marketing Health Services
The Alumni Society
Modern Counsel
Hispanic Executive
Profile
Advantage
gb&d
American Builders Quarterly
GOLF Chicago Magazine
Glancer Magazine
edgemagazine.net
Vox Magazine
the Columbia Missourian
the Columbia Tribune
sunriseartists.com

experience

CONTENT STRATEGIST

American Marketing Association • May 2016 to Present

- Co-create content strategy, UX, website and product mix for a cohesive, content-focused customer experience across channels
- Scout, groom and manage all expert contributors, including key stakeholders and industry partners, to the AMA's content properties
- Manage a team of staff writers, designers, podcasters, columnists and contributors

STAFF WRITER

American Marketing Association • January 2016 to May 2016

- Wrote for the AMA's print and digital publications on a variety of marketing topics

MANAGING EDITOR

Guerrero Howe • December 2014 to December 2015

- Directed omni-channel editorial of a quarterly trade publication and managed a creative team (associate editor, designers, photographer and writers)

MANAGING EDITOR

The Alumni Society (Guerrero Howe) • December 2014 to December 2015

- Developed an award-winning, year-long content strategy for an annual event
- Managed a creative team (associate editor, designers, photographer and writers)

COPY EDITOR

Guerrero Howe • April 2014 to December 2014

- Assigned, edited and contributed content; led an editorial restructure and redesign

STAFF WRITER

Guerrero Howe • April 2013 to April 2014

- Covered business trends and executive leadership for five custom media publications

FREELANCE WRITER

Guerrero Howe • July 2012 to April 2013

- Wrote executive profiles and business stories for five custom media publications

ELECTRONIC AND TRADITIONAL MEDIA RELATIONS MANAGER

GreenMark PR • June 2012 to April 2013

- Developed media plans, managed social media and earned media for clients

CONTRIBUTING WRITER/REPORTER

Vox Magazine + Columbia Missourian • August 2010 to May 2012

- Reported on local news, including a research-heavy story based on FOIA documents