

# MICHELLE MARKELZ

michelle.markelz@gmail.com  
815-370-3504  
michellemarkelz.com

## 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

### FREELANCE WRITER + EDITOR

Michelle Markelz Editorial Services • July 2012 to Present

- Write and edit copy for marketing, consumer media, B2B media and nonfiction

### ACCOUNT-BASED MARKETING MANAGER

Seismic Software • November 2018 to Present

- Execute integrated marketing campaigns for key enterprise accounts, including social media, email, direct mail and content marketing

### CONTENT STRATEGIST

American Marketing Association • January 2016 to November 2018

- Co-created content strategy, UX, website and product mix for a cohesive, content-focused customer experience across channels
- Wrote for the AMA's magazine and blog on a variety of marketing topics

### MANAGING EDITOR

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)
- Directed omni-channel editorial of a quarterly trade publication and 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