

# MICHELLE MARKELZ

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## education

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

## hard skills

Content Strategy  
Writing + Editing  
Reporting + Research  
Project Management  
Digital Advertising  
Demand Generation  
Email Marketing  
SEO  
Social Media (Paid & Organic)  
Basic HTML

## soft skills

Communication  
Collaboration  
Attention to Detail  
Organized  
Deadline-Driven  
Customer-Oriented

## experience

### Managing Editor & Corporate Marketing Manager

GLC | a part of SPM Group  
October 2019-present

- Project manage a variety of client content marketing programs
- Consult clients on content strategy and digital marketing strategy
- Write and edit client magazines, newsletters, blog posts, web copy, email copy, social copy and digital ads
- Set GLC content marketing calendar and execute content-driven demand generation campaigns
- Lead GLC blog; initiated and manage GLC newsletter, including managing a team of writers
- Work with designers, web developers, writers, producers and podcasters to create award-winning content marketing

### Account-Based Marketing Manager

Seismic Software  
November 2018-October 2019

- Worked collaboratively with sales representatives to execute demand generation campaigns targeted at top accounts
- Used a variety of tactics (email, direct mail, social media, website customization, sales collateral) to generate sales opportunities

### Managing Editor

American Marketing Association  
January 2016-November 2018

- Edited the association's flagship magazine, Marketing News
- Managed multiple newsletters and worked collaboratively with marketing and sales to promote branded products within them
- Contributed to the monetization of content products and services through the creation of sponsored content programs
- Managed a team of staff writers, designers and freelancers

### Managing Editor

Guerrero  
April 2013-December 2015

- Lead the production of award-winning magazines and managed a team of creatives
- Worked collaboratively with sales to achieve client satisfaction and innovate new opportunities to monetize content