

# Michelle Jamesina McGinn

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443.454.3946

linkedin.com/michellejamesina  
portfolio.michellejamesina.com

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## Work Experience

September 2017 – Present

### **Freelance Marketing Communications and Ghost Writer**

- Wrote SEO focused blogs, articles, websites, social media and other digital communication content for startups to Fortune 500 companies such as Google, Atlassian, and more.
- Consulted with clients to ensure their content is highly targeted at both customer challenges and client needs—able to produce on deliverable deadlines
- Developed and maintained company voice in all writing avenues—catered to the communication needs in the tech, finance, and public sector industries
- Managed teams through complex event promotion projects, including pre and post event marketing, boosting event attendance and repurposing event content for further marketing projects
- Assisted in developing client workflows and SOPs for content delivery to ensure smooth, on-time content production
- Helped clients communicate their ideas more clearly, setting best-practices within the tech, law, and public sector industries
- Simplified and edited complex technical jargon in digital media into readable SEO friendly publications

September 2017 – March 2021

*Michelle Jamesina*

### **Business Coach and Consultant**

- Supported business owners in developing strategies to grow and scale their online businesses
- Consulted with small business founders to help streamline growth and operations
- Worked directly with key decision makers to help them transition from jack-of-all-trades to CEO
- Guided business personnel in positioning and developing their personal branding
- Guided clients through creating cultural change within their businesses
- Identified and rectified revenue leaks within each business
- Created systems and SOPs that promoted both business growth and employee work-life balance

March 2020 – Dec 2020

*Adventure Web Interactive*

### **Copywriter**

- Created SEO focused website content for clients in the healthcare, financial, technology, and government contracting industries
- Communicated primarily with clients in need of highly technical or complex concept work
- Increased website traffic and sales by tying content directly to the KPI's each client used in their business—positioned content to be irresistible to the target core audience
- Oversaw the restructuring of the writing department, creating and streamlining workflows that increased writer efficiency, decreased late content delivery by 80%, and cut time needed for writer-client communication in half

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## Work Experience Cont.

May 2015 – October 2018

### Freelance Brand Strategist

- Developed high level marketing and branding strategy for a variety of online businesses
- Created logos, branding systems, marketing materials, and websites
- Assisted in copywriting for websites to solidify brand voice
- Engaged with eLearning Mind establishing learning solutions for large companies such as Google, MillerCoors and SiriusXM using UI/UX and asset design skills—Developed courses from start to finish in Storyline—Assisted with client presentations and product delivery
- Conducted Brand research to enhance and better understand brand industry

Jan 2013 – July 2014

*Boston Center for the Arts*

### Designer

- Designed all web and print materials for the company—Developed branding for BCA events
  - Negotiated and supervised printing contracts
  - Supervised and improved new direct mailing and email systems
  - Created new SOP for internal marketing protocols
  - Supervised a staff of 1-3 personnel
  - Submitted budget requests on behalf of the marketing department
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## Education

2011 – 2015

**Boston University**  
**Boston, USA**

College of Fine Arts

**BFA**

Graphic Design

2014

**Nanyang Technological University**  
**Singapore**

Visual Communications

## Industries Served

Technology  
Public Sector  
Healthcare  
Finance  
Construction  
Telecommunications  
Design and Advertising  
Hospitality  
Education  
Diversity and Inclusion  
Online Service Based Businesses

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## Key Skills

Cross-functional Team Leadership • Copywriting • Project Management • SOP Development  
Contract Negotiation • Interpersonal Communications • Search Engine Optimization (SEO)  
Brand Strategy • Client Presentation • Content Strategy • Marketing Communications  
Social Media Marketing • Event Planning • Public Relations • Thought Leadership  
Business-to-Business • Internal Communications • Art Direction • Technical Communication