

MICHAELA GIANOTTI

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WORK EXPERIENCE

Content Marketing Specialist, Arivale — Seattle, WA

February 2016–present

Managed Arivale's content and copy strategy—collaborating with geneticists, nutritionists, and clinicians to produce high-quality, approachable wellness content across many mediums:

- Owned content strategy for a full website and product redesign. Collaborated with CEO to craft messaging, story, and voice; developed sitemap and wrote all copy; produced new style guide; and aligned all internal and external messaging cross-departmentally.
- Developed email content strategy for current and prospective members. Successfully transitioned company from MailChimp to HubSpot; produced branded email templates; crafted original content; and built automated communications system from scratch.
- Launched and managed Arivale's blog, with responsibilities including strategically building an editorial calendar based on SEO needs; writing (and ghostwriting) original content; overseeing a team of contributors; and managing legal and clinical review process.
- Collaborated with event teams to craft marketing messaging, promote, and produce print materials.

Content Manager, Koru — Seattle, WA

January 2014–January 2016

Developed content and social strategy to grow audience of job seekers:

- Built and managed Koru's blog, with responsibilities including: writing original content; maintaining an editorial calendar; hiring, directing, and editing for a team of 15 writers; and leveraging email marketing and social media campaigns to increase readership.
- Created a brand style guide; wrote all web, product, and social copy; and spearheaded a website redesign which increased average time on the site by 24% in one quarter.
- Developed and promoted gated content to double email database and implemented an email marketing strategy to keep leads warm before a product launch.

Lead College Page Writer, MSN — Bellevue, WA

February 2013–September 2013

Curated and created content for msnNOW's first ever College page, targeted at a new readership:

- Pitched trending news stories to senior editing team and wrote 100-word articles, transforming standard coverage into snackable pieces with hyper-clickable headlines.
- Developed original features focusing on the college experience, many of which received viral traffic with over 30K social shares in their initial runs.

Programs Intern, 826 Seattle — Seattle, WA

September 2012–February 2013

Developed and led writing workshops for students, elementary through high school, both at 826's writing center and inside classrooms throughout the greater Seattle area.

- Helped edit and develop students' writing pieces for publication.
- Increased 826's reach by visiting high schools to promote workshops, contacting school administrators, and calling parents.

EDUCATION

Whitman College, Walla Walla, WA

May 2012, 3.7 GPA, cum laude

B.A. in English Literature with an emphasis in writing and composition

SKILLS

Email Marketing, Content Marketing, Digital Advertising, Graphic Design, Social Media Management and Advertising, SEO, Photoshop, InDesign, Illustrator, LightRoom, HubSpot, Marketo, MailChimp, Wordpress, Basic HTML, MS Office Suite