

Michelle Polizzi

Freelance writer and editor

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WORK EXPERIENCE

Freelance Writer | May 2016-Present

Support agencies and small businesses with content strategy, article writing, copywriting, editing, public relations, email marketing, technical writing, photography, and social media marketing.

- Assist in creation of long-form content, including case studies, ebooks, and whitepapers
- Interview stakeholders and subjects for articles, record and transcribe conversations
- Contribute to health, wellness, and travel blogs and publications including Biostrap.com, asweatlife.com, Co+Yoga Life Magazine, Yellow Scene Magazine, and Full Circle Yoga School
- Past clients include Pagely, Motto Branding Agency, Human Care Systems, Comcast, and Growth Machine

Salesforce Business Essentials | Nov 2019-Present

- Write articles focused on wellness in the workplace for Salesforce Essentials and Salesforce.com
- Create content ideas targeting entrepreneurs, freelancers, and small business owners
- Interview wellness and productivity experts for actionable tips on working and living better

Epic Presence | Nov 2016-Present

- Create weekly content ideas to support client goals and SEO strategy
- Edit articles contributed by freelance writers according to AP style and client style guides
- Write 2-3 articles per week on productivity, software, and lifestyle

Content Coordinator, Technical Writer | Brandfolder | Denver, Colorado | Nov 2014-April 2016

Created and executed multi-channel SaaS marketing plan; worked with software engineers to create product guides and in-app copy for Brandfolder.com.

- Devised and wrote long-form content, including case studies and ebooks
- Planned and executed social media and email marketing strategy
- Crafted brand voice style guide and reinforced across all digital channels

EDUCATION

B.A. Writing & Rhetoric, Environment & Society Minor | Syracuse University | Aug 2011-May 2014

On-campus roles included: Marketing Intern at Syracuse University Press, Columnist at The Daily Orange

Registered Yoga Teacher, RYT 500 | Full Circle Yoga School | April 2019-Present

Create and teach high-vibrational sequences infused that inspire students to heal mind, body and soul

ACHIEVEMENTS & VOLUNTEERING

Society of Professional Journalists | Colorado Chapter | Jan 2017

- Nomination for “Equitable School Environments: The Key to Student Success” in Yellow Scene Magazine

Karma Yogi | Swami’s Yoga Retreat | Kenthurst, Australia, Nov-Dec 2018

- Improved marketing copy, planned and cooked retreat meals, led guests in meditation and art activities

Denver Food Rescue | Denver, CO | Spring/Summer 2017 and 2018

- Assisted with promoting and marketing yearly fundraiser, including emails and PR strategy