

Michelle Gant



Contact

- 541.633.6415
- michellelegant@gmail.com
- www.michellegant.com

Education

M.A.
Strategic Communications
Liberty University

Semester at Sea
Study Abroad Program

B.A.
Journalism & Communications
University of Oregon

Skills



Hobbies



Traveling



Reading



Tennis



Pilates

COPYWRITER - CONTRACT | O POSITIV JANUARY 2023 - PRESENT

- Write web and social copy for brand campaigns with a conversion-driven approach
- Pitch and write marketing articles for the blog, maintaining brand voice and SEO best practices

SENIOR CONTENT MANAGER | GROW THERAPY JANUARY 2023 - JANUARY 2024

- Led copy strategy for company-wide rebrand, including UX copy, social, and email campaigns
- Increased annual blog impressions by 1 million YOY by producing 30+ SEO articles a month and managing a team of 20
- Scaled content volume using AI tools
- Boosted patient booking and session attendance by 11%
- Generated \$815K in annual sales as a direct outcome of a refined email and SMS strategy
- Analyzed content performance and utilized data to inform future content decisions
- Wrote copy and created A/B tests for paid social channels, including TikTok, Facebook, and Instagram, lowering CAC by 10%

CONTENT MANAGER | RUGGABLE AUGUST 2021 - AUGUST 2022

CONTENT & SEO COPYWRITER | RUGGABLE SEPTEMBER 2020 - AUGUST 2021

- Managed content strategy and copywriter team
- Led content direction and copy for retention and loyalty email and SMS campaigns for 3M+ subscribers
- Owned the editorial calendar and produced blog content to increase organic traffic and drive conversions
- Wrote web copy for product pages, collection pages, and landing pages with brand voice in mind
- Used tools such as SEMRush, Shopify, Google Analytics, Heap, and Klaviyo to track content success

COPY EDITOR | FABFITFUN FEBRUARY 2020 - MARCH 2022

- Edited and wrote lifestyle marketing content for online magazine, bringing in 86K monthly page views
- Produced articles and optimized print content for digital using SEO to improve organic search rankings
- Drove sales by copywriting compelling product descriptions for e-commerce platform in brand's voice

GROWTH COPYWRITER - CONTRACT | CUROLOGY SEPTEMBER - DECEMBER 2020

- Worked collaboratively with acquisitions, designers, and marketing managers on brand copy seen by millions
- Edited growth marketing influencer video ads, creating various script versions for A/B testing to ensure maximum views