

# MICHELE L. ACKERMAN

CONTENT CREATOR



## PROFESSIONAL SUMMARY

Multitalented content creator with 10-plus years of experience in digital and print media. A master in developing materials that meet marketing, entertainment, and education goals using a variety of channels, including websites, email, direct mail, newsletters, and social media. Diligent researcher; creative thinker; fluent and expressive writer. Broad experience proofing and editing for spelling, grammar, style, consistency, and accuracy. Empathetic human being and lifelong learner.

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## PROFESSIONAL EXPERIENCE

### **Editorial Editor/Website Manager**

Jersey Journal/American Jersey Cattle Association, Reynoldsburg, OH  
June 2003 – Present

- Advocated for and led transition of website from in-house web server to outsourced hosting and security using WordPress platform.
- Designed and built website from scratch, growing audience to more than 20K users in the past 12 months.

**micheleackerman.com**

**michele@micheleackerman.com**

**linkedin: micheleackerman**

**614-285-9627**

## SKILLS & CORE COMPETENCIES

- Adobe Photoshop, InDesign, Illustrator
- Excel
- Wordpress, SEO, HTML, Google Analytics
- WooCommerce, HubSpot, Canva
- Facebook, Instagram, Pinterest
- Self-disciplined, self-starter, independent
- Time management and deadlines
- Brand, voice, tone
- B2B and B2C

- Wrote 3 most-viewed posts on website, with nearly 6,000 views to date.
  - Create overall design, graphics, and content for 18 subdomain websites and landing pages.
  - Go-to for content that requires research, interviews/interaction with influencers and industry leaders, application of technical concepts, and promotes company brand and goals.
  - Direct junior writers and freelancers while nurturing their growing skillset.
  - Team leader for SEO, analytics, and best web practices.
  - Developed style guide based on AP style and industry terminology; documented protocol for website pages, posts, and back-end content.
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## OTHER RELATED EXPERIENCE

- In-depth knowledge of each stage of publication/marketing process, from concept to execution to analysis.
- Strategic, big picture thinker.
- Managed nationwide, multi-media campaigns for targeted audiences using a variety of tactics, including advertising, direct mail, email, press releases, newsletters, events, and videos.
- Worked with senior management on corporate and action plans; managed department budget that consistently met goals under budget.
- Storyteller for 2 personal blogs: [fitness.micheleackerman.com](http://fitness.micheleackerman.com) and [bees.micheleackerman.com](http://bees.micheleackerman.com).

## EDUCATION

### **Bachelor of Science with Honors**

Agriculture & Natural Resources  
Communications  
Michigan State University,  
East Lansing, MI

### **Fine Art Credits**

Merit Scholarship  
Hartford Art School, University of Hartford,  
West Hartford, CT

