






# Michelle Shonessy

CONTENT MARKETING WRITER | SEO SPECIALIST

## Contact

-  817.455.7526
-  ms@michelleshonessy.com
-  Royal Oak, Michigan
-  <https://www.linkedin.com/in/michelle-shonessy>
-  <https://www.michelleshonessy.com>

## Professional Skills

- Content marketing
- Digital copywriting
- SEO writing and research
- Competitor/market research
- Article and blog writing
- Website copywriting
- Email marketing
- Copy editing & proofreading
- Journalism training

## Software Skills

- WordPress
- SEO research tools
- Google Suite
- Microsoft Office
- Slack, Zoom, MS Teams
- Trello, Asana
- Canva, Adobe Photoshop
- Google Analytics

## Profile

Versatile content marketing writer with expertise in SEO. Over ten years' experience in B2B and B2C digital marketing. Health/wellness and e-commerce industries. Skilled editor and proofreader. Tech-savvy and meticulous in research, writing, editing, and project management.

Autonomous, reliable self-starter—works well remotely with little supervision but also collaborates effectively in team environments. Resourceful lifelong learner.

## Experience

### FREELANCE CONTENT WRITER | SEO SPECIALIST

ROYAL OAK, MICHIGAN | 2021 - PRESENT

Produce content that connects with and engages the target audience—increasing brand awareness, building trust, and establishing expertise.

- Work effectively from content/creative briefs and editorial calendars, or pitch topic ideas and create content strategy in collaboration with clients.
- Ensure understanding of marketing objectives, brand positioning, target audience, and SEO strategy before starting the research and writing process.
- Conduct keyword and competitor research independently when required.
- Research topics thoroughly using credible online and offline resources. Interview subject matter experts when appropriate.
- Write SEO-optimized original content: articles, blogs, website copy. Compose case studies, white papers, ebooks, and newsletters.
- Proofread and edit documents; knowledge of AP and Chicago styles.
- Collaborate with client/in-house editors to make any necessary revisions.

### COMMUNICATIONS SPECIALIST

PINNACLE, INC. | TROY, MICHIGAN | 2019 - 2021

Developed and implemented an effective communication strategy for Pinnacle—the Southeast Michigan distributor for global surgical device manufacturer, Arthrex.

- Generated content ideas aligned with corporate and agency strategy.
- Researched, curated, and wrote content for agency and B2B audiences.
- Maintained social media platforms in accordance with Arthrex guidelines.

# Michelle Shonessy

CONTENT MARKETING WRITER | SEO SPECIALIST

## Certifications

### SEO Content Marketing

SmartBlogger | 2021

### Inbound Marketing

HubSpot | 2021

### SEO Writing

### SEO Research

Yoast Academy | 2021

### 10X Emails

### 10X Web Pages

### 10X Landing Pages

Copyhackers CopySchool | 2019

## Education

### Bachelor of Science

Walden University

Communication & Digital Marketing

2009 - 2011

### Associate's Degree

Liberal Arts, Paralegal Studies

Oakland Community College

Farmington Hills, MI

2008

## Experience (CONTINUED)

### FREELANCE WRITER & VIRTUAL ASSISTANT

FORT WORTH, TEXAS | 2009 - 2019

Provided communications and digital marketing services remotely for clients in health, legal, e-commerce, finance, technology, and other industries.

- Consulted with clients regarding project needs, scope, expectations, and timelines. Managed multiple projects concurrently.
- Authored original digital content: blog posts, articles, and product descriptions. Experience writing long-form and short-form content.
- Wrote, edited, and updated content on clients' WordPress websites and blogs.
- Composed email marketing sequences and lead magnets.
- Coordinated client social media activity across the popular platforms.

### ACCOUNT MANAGER

PHARMERICA | ARLINGTON, TEXAS | 2013 - 2015

Managed PharMerica accounts in nursing homes and assisted care facilities across the Southeast U.S.

- Collaborated with client management teams to deliver on client commitments.
- Performed contract reviews and initiated contract renewals.
- Prepared business review and client engagement call materials.
- Conducted client-facing virtual training for PMC products and resources.