

MICHELLE WEISS

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EDUCATION

New York University

GRADUATE CERTIFICATE

Summer Publishing Institute
Summer 2015

Southern Methodist University

BACHELOR OF ARTS

Major: Journalism & French

Minor: Studio Art

2010-2014

LANGUAGES

SPANISH NATIVE SPEAKER

ENGLISH FLUENT SPEAKER

FRENCH ADVANCED LEVEL

SKILLS

- Copywriting
- Editing
- Blog Writing
- Social Media Writing
- Newsletter Writing
- Canva
- MS Office
- Marketo
- Wordpress
- Salesforce
- Illustrator
- Sprinklr

PORTFOLIO

www.michelle-weiss.com

EXPERIENCE

MARKETING SPECIALIST

ThruWave - Freelance | May 2022 - Oct 2022

- Wrote copy for posts on LinkedIn company profile
- Updated and edited website on Duda
- Wrote press releases and newsletters as needed
- Used Canva to create engaging infographics for social

SOCIAL MEDIA WRITER

Amazon - Freelance | Sept 2019 - Oct 2020

- Wrote copy for AWS team's global social media accounts
- Scheduled social media posts on Sprinklr
- Pulled reports to measure performance metrics

SOCIAL MEDIA SPECIALIST II

Sesame Communications | Nov 2016 - June 2019

- Wrote, edited, and scheduled content for Sesame Social's newsletter, Sesame Search Weekly (SSW)
- Increased average click through rate on SSW from 1.2% to 6.3% by A/B testing and introducing new design elements
- Lead editor for Sesame's corporate blog
- Wrote copy for blogs, and Facebook and Instagram posts

FOREIGN RIGHTS ASSISTANT

Foundry Literary + Media | Nov 2015 - Mar 2016

- Responsible for all foreign contract correspondence
- Vetted all foreign contracts for accuracy in deal terms
- Ensured contracts were signed in a timely manner

CONTENT CREATOR AND COPYWRITER

Black Book Ink | Sept 2014 - Feb 2015

- Established social media presence of OuiPlease, resulting in 5K likes on Facebook, 678 Twitter followers and 861 Instagram followers since its launch in Oct. 2014
- Wrote and edited all copy for the first edition of *Et Voila*, the magazine/catalogue that accompanies each OuiPlease box
- Managed social content for six other clients, ranging from the restaurant industry to healthcare and interior design spaces