

## MICHELLE COHEN

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### SUMMARY

- Experienced digital content producer, copywriter and editor with over 15 years of experience launching and producing lifestyle content sites for large and small media companies.
- Comprehensive portfolio of skills includes very strong conceptual, editorial and writing ability as well as extensive project management experience including launching new sites, client liaison and collaboration with editorial, design and development teams.
- Solid knowledge of current and emerging technologies and trends including commercial and proprietary CMS (WordPress, Vignette, TeamSite, MailChimp, Facebook); video production and editing; blogging platforms; social networks/social marketing; mobile media; syndication and distribution; SEO/analytics; publicity and marketing strategy.
- Diverse editorial background spanning culture, fashion, shelter, style, media and current events and more; a keen eye for new trends and emerging technologies.

### EXPERIENCE

#### **Copywriter** | REOL Services (New York, NY) | 2009 - Present

- Create and edit copy for interactive agency with a focus on NYC and New York State cities, neighborhoods, culture, real estate, architecture and events.
- Write city and county neighborhood overviews and cultural highlights from original research, significantly raising client's organic search rankings on all major search terms.

#### **Consultant, Writer/Content Director** (New York, NY) | 2006 — present

- Direct, collaborate on and implement web content and brand development strategy.
- Manage production of new content including email marketing, site content and online video features.
- Develop, write and edit local city culture and lifestyle guides, blogs, video scripts, marketing newsletters, feature articles, site and promotional copy and press materials.

#### **Senior Producer** | iVillage/Hearst Teen Internet Group/Seventeen.com (New York, NY) | 2004—2007

- Produced compelling brand-aware online content for the *Seventeen* magazine web site (produced by iVillage), which receives over 1 million daily page views.
- Managed the redesign of Seventeen.com from inception to launch.
- Directed the development of new features based on emerging technologies and trends and business goals; researched and developed features including video and interactive applications, community- and user-generated content, games, and email newsletters.
- Collaborated closely with the print edition to express editorial/brand vision and voice as well as meet marketing and subscription goals.
- Managed production and design process.
- Tracked and evaluated metrics and site performance.

#### **Editorial Producer** | iVillage (New York, NY) | 1999—2004

- Managed the redesign of Countryliving.com and Bazaar.com from inception to launch.
- Produced, wrote and edited content; developed new site features; managed production and design for magazine web sites, including *Country Living*, *Harper's Bazaar*, and *Marie Claire*.
- As editorial lead for eHarlequin.com, created and developed content; liaised with clients; managed content providers; assigned, wrote and edited articles for content/e-commerce web site.
- Directed associate producer; managed monthly budget allocation; coordinated launch, design, production and development team; liaised with client; assured overall site quality.

#### **Writer/ Producer** | Lifetime Television (New York, NY) | 1997—1999

- Created and maintained a variety of channels for the New Media and Online division of the popular television network for women, including WNBA on Lifetime, *Weddings of a Lifetime*, *Any Day Now* (weekly drama), and a breast cancer resource area.
- Created original concepts for online presentation of television content, including interactive and video features.
- Interviewed and videotaped celebrities and experts; coordinated live online events; produced online video segments and interactive features.

#### ADDITIONAL WRITING EXPERIENCE

Writer/Consultant | 1991—Present

- Write monthly reviews of news, politics, and fashion sites as well as regular entertainment updates.
- Researched and wrote several chapters of *Women's Wire Web Directory* (Lycos Press), web directory aimed at a female audience.
- Freelance/staff writer for entertainment and culture publications including *Might*, *Food & Beverage Journal*, *Restaurateur of San Francisco*, *North Beach Now*, and various online publications.
- Freelance publicist/writer for record labels and artists.

#### EDUCATION

Boston University (Boston, MA) | BA in Political Science

New York University (New York, NY) | Film and Digital Video Production