



MICHELLE MARTIN

**FREELANCE WRITER + CONTENT STRATEGIST FOR
B2B TECH / MARKETING BLOG POSTS**

Portfolio: MichelleMartin.co

Blog: NerdyOrganized.com

Email: michelle@michellemartin.co

PROFILE

A sharp eye for detail and an unwavering desire to learn everything I can has defined my success throughout my marketing and copywriting career.

EXPERTISE

Brand Strategy

Copywriting + SEO

Inbound Marketing

Content Marketing

Project Management

Digital Marketing Trends

FUN FACTS

Type 90 words per minute.

Experienced falconer.

Volunteer @ sali.ca

Wrote my first book in grade 5.

Don't get too excited, it's my only book (so far).

SOCIAL



NerdyOrganized



Michelle Martin

EXPERIENCE

JANUARY 2017 - PRESENT

**FREELANCE WRITER, BLOGGER + CONTENT MARKETER
MICHELLEMARTIN.CO**

I love writing in-depth, actionable blog posts that make you money. I specialize in writing heavily researched, SEO friendly blog posts and web copy for B2B tech, software and marketing topics. I can gladly pitch topics or work with your existing editorial calendar.

FEBRUARY 2016 - PRESENT

**BLOGGER
NERDYORGANIZED.COM**

I help entrepreneurs make sense of online marketing. At NerdyOrganized.com, I write actionable tips for aspiring pro bloggers and online business owners to grow their brand, content and sales.

FEBRUARY 2015 - PRESENT

**BRAND STRATEGIST + COPYWRITER
STUDIOHINK**

I currently work in an agency environment as a brand and marketing strategist, and copywriter. I specialize in B2B tech, software, hospitality and manufacturing clients although I also work with select real estate and retail clients. I love planning out new website and re-branding projects with my established client base.



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SKILLS

Strategic Planning

Copywriting + SEO

Marketing Strategy

Content Strategy

Client Relationships

VALUES

Honesty + Communication

Learning + Development

Doing What's Right

Passion + Purpose

LANGUAGES

ENGLISH

Native/Expert

FRENCH

Basic

CERTIFICATIONS

2016 - PRESENT

INBOUND MARKETING

HubSpot

EXPERIENCE

MARCH 2013 - SEPTEMBER 2014

MARKETING + CONTENT STRATEGIST
612 CREATIVE

At Six Twelve, I wrote strategic project briefs and copy for some pretty awesome clients, such as Mac's Convenience Stores, Home Depot, and Metropolitan Hardwood Floors. I also designed and implemented integrated digital marketing campaigns, including social media advertising and contests.

AUGUST 2010 - JULY 2012

ACCOUNT EXECUTIVE
LYKKI.COM

I managed an account base of 400+ B2B clients both locally and on a national level. I represented and sold office supplies, toner, coffee, and much more, working with end users as well as distributors. I specialized in major account acquisition and management, national accounts, and foodservice accounts.

NOVEMBER 2008 - AUGUST 2010

ASSISTANT STORE MANAGER
STARBUCKS COFFEE COMPANY

Served up fresh coffee and conversation daily. Completed one year Store Manager development program. Selected for Vancouver Olympic 2010 Support Team. Performed everything from serving up handcrafted beverages to partner supervision and coaching. Assisted in planning and execution of store goals and targets, hiring, partner development and analysis of financial reports, among many other tasks. Won Partner of the Quarter Award, 2009.

MARCH 2003 - JANUARY 2008

ASSISTANT MANAGER OF OPERATIONS
LANGLEY HOSPICE SOCIETY

I started as a volunteer and it turned into a full-time, paid position. Managed, trained and developed a staff of over 40 volunteers, assisted in event planning and execution, day-to-day operations management, and customer service management.

ADDITIONAL WRITING SAMPLES AVAILABLE UPON REQUEST.