



JAMIE MICHALAK

PROFESSIONAL SUMMARY

Creative and skilled copywriter, editor, and author with more than fifteen years of experience in delivering engaging copy for a variety of markets

SKILLS

- Adept at writing, editing, and copyediting a wide spectrum of content, including copy for social media, websites, eCommerce, books, blogs, catalogs, and more
- Proficient in generating and leveraging SEO keywords to drive site traffic
- Excellent at juggling many projects on overlapping schedules in a fast-paced environment
- Effective at communicating complex ideas clearly and concisely
- Strong presentation skills developed through years as a guest lecturer

EXPERIENCE

BRAND WRITING MANAGER, HASBRO; PROVIDENCE, RI — 2017-PRESENT

Lead team of copywriters. Helped architect and implement company's eCommerce SEO copy strategy, which has boosted search and conversion rates. Work with writers to create best-in-class copy, as well as tone-of-voice and style guides. Write eComm, package, instruction, and brand bible copy. Manage copy workflows, budget, and freelance talent. Pitch brand and product names, taglines, and story concepts to internal stakeholders.

BRAND WRITER, HASBRO; PROVIDENCE, RI — 2016-2017

Wrote persuasive, on-brand eComm, PR, package, and instruction copy for Playskool, Sesame Street, and Mr. Potato Head brands. Named all products. Worked with Marketing and Design partners to develop a new IP by writing the origin story, creating characters, and naming the brand and items. Wrote tone-of-voice guides and brand bibles.

CHILDREN'S BOOK AUTHOR & FREELANCE WRITER — 2006-PRESENT

Clients: Candlewick Press, Charlesbridge, DreamWorks Studios, Dutton Children's Books, FSG, HarperCollins Children's Books, Hasbro, Houghton Mifflin Harcourt, Loewe Verlag, Tiger Tales Books, Universal Studios, WGBH, and Writing Partners. Wrote more than thirty published and forthcoming books. Accolades include 1 of 52 Great Reads by the Library of Congress, Amazon Best Book of the Year, Bankstreet Best Book of the Year, Chicago Public Library Best Book of the Year, Cybils finalist, Junior Library Guild Selection, and Kirkus Best

Book of the Year. Adapted movies and TV shows into books. Teach writing workshops.

EDITOR, TIGER TALES; WILTON, CT — 2004-2012

Acquired and edited original manuscripts as sole editor for an independent children's book publisher. Wrote catalog copy, jacket copy, school activity kits, and other marketing material. Proofread manuscripts and catalog copy.

EDITOR, CANDLEWICK PRESS; CAMBRIDGE, MA — 2001-2004

Acquired and edited children's picture books and middle grade novels. Created and maintained a list of more than forty authors. Headed paperback program. Wrote jacket and catalog copy. Proofread all stages of book production. Negotiated contracts with authors and agents. Attended conferences as guest speaker.

MANAGING EDITOR, LITTLE, BROWN & COMPANY; BOSTON, MA — 1999-2001

Scheduled and monitored all Children's Department Editorial projects, ensuring all editorial material met deadlines. Checked all stages of book production for accuracy.

ASSISTANT EDITOR, DUTTON CHILDREN'S BOOKS; NEW YORK, NY — 1996-1999

Assisted Editor-in-Chief and Publisher in evaluating and editing manuscripts. Wrote reader's reports, catalog copy, jacket copy, and licensed books.

EDUCATION & CERTIFICATION

UNIVERSITY OF FLORIDA, GAINESVILLE, FL — BACHELOR OF ARTS: JOURNALISM

RICE UNIVERSITY, HOUSTON, TX — PUBLISHING PROGRAM

CIRCUS STREET — DIGITAL MARKETING & BUSINESS STRATEGY, 2019

UC SAN DIEGO EXTENSION — COPYEDITING GRAMMAR LAB, 2019

YOAST.COM — SEO COPYWRITING CERTIFICATION, 2018

INVOLVEMENT

Curvin-McCabe Elementary School, Author Mentor (2019 - 2020) * Elizabeth Baldwin Elementary School, Classroom Volunteer (2018 - 2019) * St. Andrew's School Summer Camp, Creative Writing Director (2017) * Barrington High School, Senior Mentor (2017) * St. Andrew's School, SAPA Social Media Director (2015 - 2016) * Highlights Foundation Faculty

REFERENCES ARE AVAILABLE UPON REQUEST.