

Michelle Parkerton

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SENIOR WRITER/EDITOR

Dedicated writer and editor with extensive history delivering high-quality content and stories for a variety of publications. Deep background covering entertainment news, performers, and events.

- Expertise managing content creation, proofreading, and publishing processes, with a record of juggling priorities, adjusting to last-minute changes, and meeting tight deadlines,
- Valued for building and developing relationships with key partners, from agents and network publicity to show staff and contractors.

Areas of Expertise & Technical Skills

Feature Writing • Story Development • Multimedia Content Creation • Proofreading & Editing • Research • Ad Campaigns
Copywriting • Photoshoots • Reporting • Interviewing • Book Reviews/Promotion • Contractor Management • AP Style
Asana • WordPress • InDesign Desktop Publishing

PROFESSIONAL EXPERIENCE

Various Publications | Woodland Park, NJ

2020-Present

FREELANCE/CONTRIBUTING WRITER

Research, develop, and author a variety of stories for online publications including Parade.com, SoapsInDepth.com. and Moms.com. Conduct interviews, manage sources, and meet deadlines for time-sensitive topics.

Compose press releases for Premier Sotheby's International Realty brand on multimillion-dollar properties for sale in Central Florida and write biographies of sales associates and brokers for websites and marketing materials.

- **Moms.com (2020-2021):**
 - Wrote detailed story for about "2 Hearts," a movie based on true story about Jorge Bacardi, whose life was saved by a young organ donor who tragically died at just 19. www.moms.com/2-hearts-movie-true-story-details/
 - Authored piece about the benefits of an established schedule for young children at night that included tips from experts: www.moms.com/toddler-bedtime-routines-consistent-not-rushed/
- **Parade.com (2021-Present)**
 - Expert tips and guidelines for sending holiday cards. parade.com/michelleparkerton/christmas-card-etiquette/
 - Piece on successful author Colleen Hoover and renewed interest in her work due to social media influencers: parade.com/1253485/michelleparkerton/colleen-hoover-books-in-order/
 - Product roundup of shoes for nurses. <https://parade.com/1257470/michelleparkerton/best-shoes-for-nurses/>
- **SoapsinDepth.com: (2020-Present)**
 - Story on long-time General Hospital actor contemplating retirement: <https://www.soapsindepth.com/posts/general-hospital/maurice-benard-opens-up-about-retiring-from-acting>
 - Piece on breakup of two daytime stars: <https://www.soapsindepth.com/posts/general-hospital/chad-duell-opens-up-about-his-split-from-courtney-hope>
- **Premier Sotheby's International Realty: (2018-Present)**
 - Agent bio: <https://www.premiersothebysrealty.com/real-estate-agent/957/lura-jones>
 - Property: realtymag.com/announcements/item/1018228-stunning-private-island-with-residence-hits-market

Soaps in Depth/Bauer Media Group | Englewood Cliffs, NJ

1997-2020

SENIOR NEWS EDITOR (2005-2020)

Drove development of ideas and assignment of stories to news staff and freelancers (onsite and remote) covering daytime television, with a focus on securing late-breaking items and casting scoops. Supervised editors and artists in NJ and Los Angeles offices (prior to 2012 staff restructure). Organized and edited story copy and layout for weekly issues, working with design and production teams' proofed pages prior to prepress process.

Built and managed relationships with network publicity departments, press agents, and actors. Partnered with sponsors to coordinate giveaways—created in-book articles tying prizes to show theme, star, or storyline. Assisted Editor-in-Chief with scheduling features and served as liaison with staff. Resolved scheduling conflicts and communicated changes to deadlines.

(continued)

Soaps in Depth | continued

- Played lead role as creative director of weekly national television advertising campaign; worked with network departments of broadcast standards to ensure compliance. Wrote ad script and teamed with video producer and voiceover talent on 15-second commercial, effectively showcased magazine's current issue.
- Served as primary editor of soapsindepth.com and co-administrator of social media platforms (prior to company restructure). Drove focus on breaking news, casting scoops, and interviews with top actors to capture interest of fans and readers.
- Managed coverage of the Daytime Emmys and coordinated press approval on the red carpet and in press room.
- Broke the news that fan-favorite Jason Thompson was leaving GH and was in talks with another daytime drama; he soon after joined Y&R
- Launched Work Out With The Stars, a recurring column with celebrity trainer Jon Gustin and soap star Steve Burton offering workout tips and answering fitness questions.

ASSOCIATE EDITOR (2000-2004)

As primary assistant to Senior News Editor, helped manage scheduling of stories, assisted new editors, and drove fulfillment of deadlines for weekly production/publication. Played key role in editing stories. Continued to serve as News Editor for Guiding Light.

- Created and authored copy for new weekly department, **Beauty Secrets**, focused on performers' favorite products/designers and their personal beauty and fitness routines.
- Secured editorial assistance and supported key pipeline of talent as Intern Coordinator; expanded program, renewing contracts with Montclair State University and incorporating Rutgers University, as well as other local colleges.

NEWS EDITOR (1997-1999)**EDITORIAL ASSISTANT (1997)**

Following hire as EA, quickly moved into News Editor position, covering Guiding Light. Communicated regularly with publicity staff and developed relationships with talent to optimize access and opportunities to break news. Orchestrated and led photo shoots, working with stylists, hair and makeup teams, and photographers to capture images for immediate and long-term use. Represented magazine at a variety of events, including annual Daytime Emmy Awards.

- Covered popular events including Daytime Emmy Awards and Guiding Light Fan Club weekends.

ADDITIONAL WORK

Sunny Shelly Ink | Woodland Park, NJ

2020-Present

FREELANCE/CONTRIBUTING WRITER

Designated by the State of New Jersey as a Small Business Enterprise and Womens Business Enterprise under NAICS Code 71150

- Wrote press release for Michael Anthony Jewelers' launch of new luxury handbag division. (Not yet released)

EDUCATION & TRAINING

Bachelor of Arts in Communication and English | Rutgers University, New Brunswick, NJ

Breaking into Copywriting 101 | Writers Digest University

VOLUNTEERING

Alumni Mentor & Career Services seminar panelist | Rutgers University

Beyond The Books panelist; Between The Sheets... Of Romance Books panelist | Passaic County Book Festival 2022