

Mike Anderson

Writer / Journalist

SUMMARY

Creative, versatile, and detail-oriented writer with 15+ years of professional experience as a content marketer, communications strategist, journalist, and freelance writer.

CORE COMPETENCIES

- Short and Long-form Content Writing
- Research and Editing
- Content Strategy
- SME Interviews
- SEO
- Internal & External Communications
- Project Management
- Excellent Verbal, Written, & Interpersonal Communication Skills
- Proficient at Microsoft 365 Suite, Hubspot, Semrush, Asana, Wrike, etc.
- Intermediate Photo, Video, and Audio skills

WORK EXPERIENCE

Milwaukee Tool | **Digital Product Writer**

May 2024 - Present | Remote | 40-50 hrs per week

- Write high-quality user journey maps, UX, and technical support content.
- Serve as storytelling consultant for user experience research.
- Coordinate with product managers and UX design teams on communications strategy for Milwaukee's digital product categories.

Milwaukee Tool | **Associate Brand Manager**

Feb. 2024 - May 2024 | Milwaukee | 40-50 hrs per week

- Managed and executed content calendar for the Outbound Product Public Relations team.
- Wrote a broad range of high-quality targeted PR content, including press-releases, thought leadership articles, case studies, brochures, flyers, website copy, and customer success stories.
- Built and maintained relationships with third-party publications, enabling the timely and consistent foregrounding of Milwaukee® branded content.
- Cultivated an informative and credible brand voice, building trust among targeted end-user audiences.
- Ensured content alignment and integration with product managers and brand leads on inter and intradepartmental communications for Milwaukee's full range of product lines.
- Developed PowerPoint presentations for senior leadership on evolving messaging priorities.

Milwaukee Tool | **Content Manager**

Nov. 2019 - Feb 2024 | Remote | 40-50 hrs per week

- Drove 68% year-to-year growth in blog traffic by actively engaging our skilled-trades target audience.
- Scored multiple page 1 rankings in online search results using SEO tactics.
- Developed and supervised a multi-channel content strategy for a five person team.
- Launched, managed, and authored the ONE-KEY Success Stories Blog.
- Researched, wrote, and edited an extensive library of SaaS thought-leadership articles, case studies, white papers, and user testimonials for the ONE-KEY Connectivity Blog.
- Crafted UX and technical support content for ONE-KEY, Milwaukee's inventory management app.
- Conducted interviews with leading SMEs, including NY Times bestselling climate expert, Jeff Goodell.

Independent | **Freelance Writer**

Sep. 2017 - Present | Remote | 40-50 hrs per week

- Ghostwrite thought leadership articles, UX content, white papers, and website copy for industrial clients.
- Write and edit grant proposals for non-profit groups and federal research clients, including Seattle-based LifeWire and the local VA Veteran's Health Administration.
- Serve as public and media-relations coordinator for several local businesses.
- Launched, managed, and created content for the Independent Media Project, a multi-channel social media and community journalism campaign focused on COVID-19 and social unrest.
- Reported as a stringer for the NY Times during the 2020 US presidential election season.

Mike Anderson

Writer / Journalist

- Covered the months-long UAW strike for The Burlington Beacon in the summer of 2022.

Rapid City Journal | Enterprise Reporter

Nov 2015 - Aug. 2017 | Rapid City, SD | 40-50 hrs per week

- Collaborated on an award-winning series about abuses at a local detox center.
- Embedded in the water protector encampment near Standing Rock in the summer of 2016.
- Conducted independent research and analysis on complex issues related to local higher education, law enforcement, and municipal governance.
- Balanced a workload of daily news stories, narrative features, and long-term investigative projects.
- Shutdown a white supremacist newspaper (ask me about “The Stampede”).

Waterloo-Cedar Falls Courier | Local Politics Reporter

Oct. 2013 - June 2015 | Waterloo, IA | 40-50 hrs per week

- Collaborated on a multi-award-winning series of investigative articles about Iowa’s dysfunctional mental health system.
- Worked closely with data visualization and design teams to create a searchable database of regional mental health services.
- Amplified the voices of low-income black students during a book-banning controversy at the local school district.
- Translated complex topics into clear, accessible language for a range of audiences.

The Hawk Eye | City Hall Reporter

Feb. 2012 - Oct. 2013 | Burlington, IA | 40-50 hrs per week

- Chronicled a major shift in city governance in time of fiscal crisis.
- Exposed and righted mismanagement of local homeless shelter.
- Monitored, reported on, and investigated public agendas of local and regional governmental bodies.

Iowa Watch | Investigative Reporter

Oct. 2010 - Aug. 2015 | Iowa City, IA | 40-50 hrs per week

- Investigated and exposed a sexual abuse scandal at the UI that led to a change in Iowa state law.
- Researched and wrote data-driven story about political donations during 2015 US Presidential caucus.
- Interviewed multiple US Presidential candidates.

EDUCATION

University of Iowa | BA (Bachelor’s degree) of Journalism and Philosophy

2005 - 2011 | Iowa City, IA

- Mentored by Pulitzer-Prize winning journalist Stephen Berry.
- Trained by instructors at the world-renowned Iowa Writers Workshop.

ACCOMPLISHMENTS

- Appointed Iowa City Climate Commissioner | 2024-2027
- 1st place: Investigative Reporting Award | AP Media Editors | 2013 | Iowa
- Harrison “Skip” Weber Investigative Reporting Award | IA Newspaper Foundation | 2013 | Iowa
- 1st PLACE: Public Service Award | SD Newspapers Association | 2016 | SOUTH DAKOTA

CERTIFICATIONS

- SEO Certified | Hubspot Academy | MAY 2024 - JUNE 2025a