

Michael Anderson

portfolio: mandersfreelance.com | linkedin.com/in/mikanders

SUMMARY

Versatile digital storyteller with 15+ years of experience crafting compelling written content as an award-winning journalist, freelance writer, and content manager.

OBJECTIVE

To use my communication expertise for a higher mission that aligns with my core values.

SKILLS

- Excellent Writing Skills
 - Content Marketing Principles
 - Subject Matter Expert Interviews
 - Content Strategy
 - Strong Interpersonal Skills
 - Project Management
 - Search Engine Optimization (SEO)
 - Proficient in Microsoft Products, Google Suite, Sharepoint, HubSpot, SemRush, and other Software Applications
 - Content Calendar Management
 - Blog Editing
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WORK EXPERIENCE

Digital Product Writer | Milwaukee Tool

May 2024 - Present | Remote

- Conduct independent user-experience (UX) research and translate findings into user-journey maps, oral presentations, and written reports for use by senior leadership.

Associate Brand Manager | Milwaukee Tool

Feb. 2024 - May 2024 | Milwaukee, WI

- Wrote, edited, and managed public-relations content for print and digital publication, including product announcements, press-releases, white papers, case studies, brochures, flyers, website copy, and customer success stories.
- Collaborated with product managers on brand messaging and storytelling priorities for Milwaukee's full-slate of cordless power tool categories.

Content Manager | Milwaukee Tool

Nov. 2019 - Feb 2024 | Remote

- Managed and wrote high-quality thought-leadership content for a construction technology blog aimed at an audience of skilled trades professionals.
 - Spearheaded development of a multi-channel content strategy for a five-person communications team.
 - Wrote dozens of articles about sustainable construction technologies and practices.
 - Deployed SEO tactics to drive a 68% year-to-year increase in blog traffic.
 - Scored multiple top five page rankings in Google search results.
 - Launched and managed the One-Key Customer Success Stories blog.
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- Conducted subject matter expert interviews, including with NY Times Best-Selling Author Jeff Goodell about extreme heat and climate policy related to outdoor construction workers.

Freelance Writer | Self-Employed

Sept 2017 - Present | Remote

- Reported for the New York Times during the 2020 US Presidential election.
- Launched an independent media collective during 2020 pandemic lockdowns.
- Wrote and edited up to \$450,000 in successful grant proposals for non-profit clients.
- Edit research reports for federal clients.
- Ghostwrite thought leadership articles, UX content, white papers, and website copy for industrial clients.
- Serve as media liaison for small business and activist clients.

Enterprise Reporter | Rapid City Journal

Nov. 2015 - Aug. 2017 | Rapid City, SD

- Reported from the frontlines of the indigenous-led anti-DAPL movement at Standing Rock.
- Collaborated on an award-winning series about abuses at a local detox center.
- Covered indigenous community issues on the Pine Ridge and Rose Bud reservations.
- Wrote science-focused stories on the higher education beat.

Local Politics Reporter | Waterloo-Cedar Falls Courier

Oct. 2013 - June 2015 | Waterloo, IA

- Wrote a multi-award-winning series of investigative articles about Iowa's dysfunctional mental health system.
- Collaborated with data visualization and design teams to create a searchable database of regional mental health services.

City Hall Reporter | The Hawk Eye

Feb. 2012 - Oct. 2013 | Burlington, IA

- Covered multiple beats, including local and state politics.
- Exposed and corrected gross mismanagement at the local homeless shelter.

Investigative Reporter | Iowa Watch

Oct. 2010 - Aug. 2015 | Iowa City, IA

- Investigated and exposed a sexual abuse scandal at the University of Iowa that led to a change in Iowa state law.
- Interviewed multiple US Presidential candidate during the 2012 and 2015 US presidential caucus season in Iowa.

EDUCATION

BA of Journalism and Philosophy | University of Iowa

2005 - 2011 | Iowa City, IA

- Mentored by Pulitzer Prize-Winning journalist Stephen Berry