

# ANGELA NICHELLE BRADLEY

**Storyteller | Copywriter | Line editor**

Experienced, empathetic storyteller, versatile content creator, and bestselling author with 14 Years of writing and creative strategy expertise. Dedicated to crafting multichannel content that resonates with diverse audiences, rooted in a human-centric approach.

## CONTACT

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## HIGHLIGHTS

- Empathetic storyteller
- Creative content writer
- Versatile content creator

## ACCOMPLISHMENTS

- 47 published works
- Five Amazon bestselling titles
- Featured author in USA Today's "Happy Ever After"

## SKILLS

- Copy editing
- Content strategy
- SEO copywriting
- Business writing
- Brand development
- Social media content
- Canva
- Figma
- Communication
- Collaboration
- Emotional intelligence

## EDUCATION

Bethel University, Mishawaka, IN  
B.A. in Music Education

## CAREER BACKGROUND

### Content Designer

**Microsoft (Contract), Remote | March 2022 - June 2023**

- Overhauled team newsletter, managing story flows, drafting, and editing contributor content.
- Designed communication plans for Fluent's internal and external channels.
- Conducted audits on communication channels and formulated strategic plans.
- Authored, copyedited, and line-edited various content types including Medium articles, briefs, microsites, and social media copy.
- Conducted interviews for profile pieces and authored copy as an author and ghostwriter.

### Content Strategy Manager

**Knack Collective, Remote | March 2021 - September 2021**

- Led promotional campaign strategy, drafting taglines, digital lookbook content, and campaign messaging for website refresh and client communications.
- Orchestrated editorial calendar, establishing cadence, crafting copy, and strategizing creative assets.
- Tailored brand copy for internal and external use, ensuring consistency and brand voice across various platforms, job descriptions, and new employee welcome kits.

### Copywriter

**Belief Agency, Seattle, WA | January 2020 - November 2020**

- Edited internal and external content, crafting B2B and B2C copy across various platforms including online marketing, product packaging, websites, blogs, and digital ads.
- Generated engaging social media copy, managed channels, and monitored community engagement for clients.
- Brainstormed and crafted client video concepts, developing voice-over (VO) scripts to enhance brand messaging.
- Conceptualized show ideas, episode descriptions, and promotional assets, while also serving as VO talent for the company's podcast.

### UX Writer

**Microsoft (Contract), Remote | June 2019 - September 2019**

- Crafted user-friendly content for Surface tips, aiding customers in discovering features and optimizing device use.
- Selected product visuals to enhance consumer guidance and elevate overall customer satisfaction.

### Copywriter, Copyeditor

**K.T. Communications, Remote | May 2018 - August 2020**

- Developed social media strategy, crafting and editing SEO-optimized marketing materials for various social media platforms.
- Created brand development elements such as taglines, voice, and tone guidelines for existing websites, B2B, B2E, and B2C materials.

### Author, Blogger

**Totally Entwined Group, United Kingdom | October 2010 - Present**

- Achieved international bestseller status with twenty published works, including "Ample Delights," "Soul Sweet," and "Ashes to Flames."
- Produced promotional blogs for marketing sites, initiating creative direction for all book covers in collaboration with graphic designers, ensuring adherence to strict project deadlines.

### Author, Narrator

**Simply Sexy Stories, Maple Valley, WA | Jan 2009 - Present**

- Author, publisher, and designer for eight independently published works.
- Narrator and audiobook producer for various authors.