

ANGELA NICHELLE BRADLEY

Storyteller | Copywriter | Line editor

As an experienced and empathetic storyteller, versatile content creator, and bestselling author of 47 published titles, I bring 14 years of writing, and creative strategy expertise to the table. My passion lies in crafting multichannel content that resonates with diverse audiences, always with 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
- UX writing
- SEO copywriting
- B2B/B2C/B2E writing
- Social media content
- Canva
- Figma
- Communication skills
- Collaborative
- Emotional intelligence

EDUCATION

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

CAREER BACKGROUND

Content Designer

Microsoft (Contract), Remote | March 2022 - Present

- Brainstormed content designs for the Fluent 2 landing page and crafted accompanying copy, contributing to the final vision for the refreshed homepage.
- Revamped team newsletter, managed story flows, drafted copy, and edited contributor content.
- Strategized a communication plan for Fluent internal and external channels.
- Audited communication channels and strategized a communications plan for internal and external channels.
- Wrote, copyedited, and line-edited Medium articles, briefs, microsite content, social media copy, and internal communications.
- Conducted interviews for profile pieces and crafted copy as an author and ghostwriter.

Content Strategy Manager

Knack Collective, Remote | March 2021 - September 2021

- Lead strategist for promotional campaigns—drafted taglines, digital lookbook content, and accompanying campaign messaging (e.g., website refresh messaging, client communications).
- Managed editorial calendar (e.g., establishing cadence, crafting copy, strategizing creative assets).
- Customized boilerplate brand copy for internal and external use and infused brand voice and tone (e.g., LinkedIn, job descriptions, new employee welcome kit).

Copywriter

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

- Edited internal and external content and crafted B2B and B2C copy for diverse uses, including online marketing, product packaging, websites, blogs, digital ads, and more.
- Created social media copy, maintained channels, and monitored community engagement for clients.
- Brainstormed and crafted client video concepts and developed voice-over (VO) scripts.
- Concepted upcoming show ideas, episode descriptions, social media copy, promotional assets, VO scripts, and served as VO talent for the company's podcast.

UX Writer

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

- Organized and customized user-friendly, directional content for Surface tips to help customers discover powerful features and maximize device usage.
- Selected accompanying product visuals to guide consumers and elevate customer satisfaction.

Copywriter, Copyeditor

K.T. Communications, Kimberton, PA | May 2018 - August 2020

- Developed social media strategy—designed, wrote, and edited search engine optimized (SEO) marketing materials for social media platforms.
- Formed brand development (e.g., taglines, voice, and tone guidelines) for existing websites and B2B, B2E, and B2C materials.

Author, Blogger

Totally Entwined Group, United Kingdom | October 2010 - Present

- International bestselling author of twenty published works, including "Ample Delights," "Soul Sweet," and "Ashes to Flames." Crafted promotional blogs for marketing sites and initiated creative direction for all book covers with graphic designers while meeting disciplined project deadlines.

Author, Blogger

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

- Amazon bestselling author, publisher, and book cover designer for eight indie-published works. Publisher, narrator, and producer of three indie titles.