

ANGELA N. BRADLEY

STORYTELLER | COPYWRITER | LINE EDITOR

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Experienced storyteller and bestselling author with 14 years of expertise crafting brand narratives that resonate across digital and print platforms. Passionate about creating human-centered content that connects, inspires, and engages audiences.

EXPERIENCE

Freelance Content Creator, Copywriter/Editor & Brand Storyteller

June 2023 – Present | Remote

- Crafted brand messaging and voice development for various clients, including a statement art jewelry brand ([WURUS](#)), and an AI tutoring platform (Mindrift).
- Designed social media and website content to grow client engagement and audience reach.
- Provided UX writing, ghostwriting, and content editing services to enhance user engagement and build brand presence.
- Evaluated and revised visual and written content for Mindrift for accuracy, clarity, and consistency, while guiding the AI to produce more human-centered and useful responses.

Founder, Owner & Fiber Artist | [ThreadLove Creations](#)

Sept 2023 – Present | Maple Valley, WA

- Launched and managed a small business specializing in whimsical handcrafted crochet items, including amigurumi, wearables, and home decor.
- Composed brand identity with a cohesive theme, mission, and messaging, and developed product listings for an e-commerce site.
- Created and curated engaging social media content (Instagram, TikTok), growing a loyal audience through storytelling.
- Handcrafted unique product offerings for distinctive markets, enhancing engagement and driving sales.

Content Designer

Microsoft (Contract), Remote | Mar 2022 – Jun 2023

- Developed copy for Fluent 2 landing page, supporting refreshed homepage vision.
- Revamped team newsletter, managing story flow and content creation.
- Crafted communication strategies for internal and external channels.
- Strategized a communication plan for Fluent internal and external channels.
- Wrote and edited content for Medium articles, briefs, microsites, social media, and internal communications.
- Conducted interviews and authored content for profile pieces as a ghostwriter.

Content Strategy Manager

Knack Collective, Remote | Mar 2021 – Sept 2021

- Led promotional campaigns, drafting taglines and campaign messaging.
- Managed editorial calendar, setting cadence, and overseeing creative asset development.
- Customized brand copy for LinkedIn, job descriptions, and employee welcome kits.

Copywriter

Belief Agency, Seattle, WA | Jan 2020 – Nov 2020

- Created B2B/B2C copy for websites, blogs, digital ads, and product packaging.
- Managed social media content and community engagement for clients.
- Crafted video concepts, and voice-over (VO) scripts, and served as VO talent for podcasts.

UX Writer

Microsoft (Contract), Remote | Jun 2019 – Sept 2019

- Drafted user-friendly content for Surface tips to help customers discover device features.
- Selected product visuals to enhance consumer guidance and satisfaction.

Published & Independent Author

Jan 2009 – Present

- Published 30+ works as an international bestselling author, writing for [Totally Entwined Group](#) (United Kingdom) and as an indie author and publisher.
- Directed creative vision for book covers, promotional content, and marketing campaigns to build engaged readerships.
- Authored, narrated, and produced audiobooks to expand audience reach.

SKILLS

- Brand storytelling and voice development
- UX and ghostwriting
- Creative writing
- Copy editing
- Social media content
- SEO copywriting
- Canva
- Figma
- Website management
- Community engagement

EDUCATION

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