

## Michael Hines

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Recent content portfolio: <https://clearvoice.com/cv/MichaelHines>

### Freelance Marketing, Corporate Communications, and Copywriting

01/2022 – Present

Dedicated marketing and communications professional with a track record of delivering impactful marketing strategies, exceptional copywriting and research, and effective communications. Experienced in B2B and B2C marketing, ESG reporting, subject interviews, and content development with:

- **Vivian Health**, San Francisco, USA 05/2023 to Present
  - Writes and edits B2B and B2C marketing content, including white papers, web landing pages, social media copy, blog posts, video scripts, and sales e-mails. Incorporates search engine optimization (SEO) strategies.
  - Interviews healthcare professionals and subject matter experts to write compelling stories about their career journeys for the company's *Rx for Success* PR campaign.
  - Analyzes data (MS Excel and ChatGPT-4) for trend analysis and data visualization of healthcare professional wages for white papers and monthly reporting.
- **The Urban Writers**, Global 01/2023 to Present
  - Provides freelance developmental editing and line editing of book manuscripts.
- **Alibaba Group / Luohan Academy**, Hangzhou, China 01/2022 to 08/2023
  - Oversaw writing team and editing of Alibaba's first Environmental, Social, and Governance (ESG) report in English (218 pages) to develop style guide, voice, and vocabulary.
  - Provided developmental and line editing for Alibaba's second ESG report (242 pages).
  - Ghostwriter of technical articles on technology and finance topics for Alibaba's internal research academy on subjects including AI, new finance and e-payments, cryptocurrency, demographics, and the banking sector.
  - Wrote portions of the *2022 Alibaba Group Annual Report* and letters and speeches for company executives and the CEO.
  - Developed the company's charity tagline: "We make it easier to do good, anywhere."
- **Sleep Doctor (formerly OneCare Media)**, Seattle, USA 01/2023 to 07/2023
  - Wrote SEO-optimized articles and consumer buying guides about beds, linens, bedroom accessories, and related medical products for consumer education and affiliate marketing.
  - Researched and cited applicable scientific research on products and sleep conditions to ensure accurate, credible, and timely content that meets Google's "expertise, authoritativeness, and trustworthiness" (EAT) and "your money or your life" (YMYL) standards.
- **Cherwell Collective**, Oxford, UK 09/2022 to 05/2023
  - Researched and wrote a science-oriented cookbook, *Climatarian Kitchen*, about climate-friendly shopping, cooking, and eating for a UK-based non-profit. Provided technical details and scientific citations about the greenhouse gas emissions of food production and cooking.

**General Skills:** MS Office Suite, Google Docs, Substack, WordPress, and AI video transcription (Otter and Rev). Works on Slack, Zoom, Okta, Zendesk, and Salesforce

## **Sabbatical**

**09/2019 – 01/2022**

- Took a mid-career break to write, travel to roughly 25 countries, and invest.

## **Inferential Focus Consulting, New York, NY**

**07/2004 – 09/2019**

Trend forecasting consultant and writer for 15 years, providing research and analysis to corporate marketers and agencies, institutional asset managers, and other corporate decision-makers. Created and wrote the company's *inFocus* newsletter for 13 years. Managing Director position from 12/2015 to 9/2019.

### ***Trend Research and Content***

- Researched emerging trends in the global and U.S. economy, culture, society, geopolitics, and technology and the implications for client businesses.
- Analyzed current events reported in a wide array of global publications (e.g., *NY Times*, *South China Morning Post*, *Economist*, *Financial Times*, *Scientific American*, *Progressive Railroading*, *Atlantic*, *New York*, *Outside*, *CondeNast Traveler*, *Medical Economics*, *Foreign Affairs*, *Builder*, *Nature*, etc.) and extensive use of data from U.S. Census, BEA, Federal Reserve, Gallup, Pew, and Bloomberg.
- Created *Inferential Focus inFocus* and served as the writer and co-researcher of over 200 issues. Co-researched and edited 450 issues of *Inferential Focus Briefing* subject matter reports.
  - Selected topics: The Great Recession, automation and robotics, hydrocarbon and green-energy markets, retail trends, China's geopolitical strategies and Belt and Road Initiative, digitization of healthcare, reinvestment in U.S. cities, U.S. consumer values, new genomic technologies, Millennials and their habits, digitization of financial services, and social media and its effects.
- Edited and co-wrote ~10 years of *Weekly Observations* with topical analysis of recent events.
- Designed hundreds of charts, graphics, and multi-slide presentations to simplify and explain complex global trend topics and then presented these presentations directly at our client locations.
- Read and summarized topical non-fiction books for discussion with clients. Examples: *Creativity Inc*, *Antifragile*, *Deep Work*, *The Invisible Gorilla*, *How to Change Your Mind*, *Thinking Fast and Slow*, *Shop Class as Soulcraft*, *How Doctors Think*.
- Conducted client workshops on close reading, intelligence analysis, and the decision-making process.

### ***Client Service***

- Led the client service team, overseeing \$4 million in annual revenue from 2015-2018, including client scheduling, gifts and communications, and general oversight and best practices development of the consulting team.

- Hosted dozens of presentations per year at the locations of numerous clients in North America and Europe to discuss emerging trends and their implications.
  - Selected clients: Fidelity Investments, Amgen, Wellington Management, Saatchi and Saatchi Healthcare, Invesco, Janus Funds, Oppenheimer Funds, Baillie Gifford, Intesa Sanpaolo
- Pitched the services of Inferential Focus to prospective new clients.

## Education

Harvard University, BA *cum laude* in social studies, 2004

- *Summa cum laude* research thesis on the financial socialization of young adults.
- Editorial editor, *Harvard Crimson* student newspaper.
- President and General Manager, Harvard-Radcliffe Chorus

## Volunteer

The Trevor Project

**2013 – Present**

- Provides phone counseling to hundreds of youth dealing with suicide or personal crisis.
- Chaired fundraising committee that raised a half-million dollars through gala fundraisers in NYC