

Michael J. Fisher

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I create stories that make people lean in and listen. A story that gives them what they're looking for, speaks to what they care about, and shows them something new. I seek out the purposeful and the personal, the "why" and the "so what?" beneath the surface.

Experience

Michael Fisher Communications, Beaverton, Oregon

Freelance writer and editor: July 2018 to present

I work with many agencies and clients to develop purposeful, people-first stories that create interest and impact. No subject too big, no detail too small.

AHA, Vancouver, Washington

Managing Editor: April 2017 to June 2018

Senior Writer and Editor: November 2011 to April 2017

As the managing editor for this digital content marketing agency, I led AHA's efforts to communicate in a clear, crisp and upbeat editorial voice. I also wrote a variety of content focusing on corporate social responsibility, sustainability, and brand purpose for clients such as Johnson & Johnson, Google, Comcast NBCUniversal, Moody's and Charles Schwab.

My expertise includes:

- **Providing developmental edits, coaching and support** for a team of six writers and content editors
- **Writing diverse materials** that put people first and that invite them to keep the conversation going
- **Developing story frameworks and editorial strategies** that help our clients talk authentically about their values, purpose, and goals

Michael Fisher Communications, Beaverton, Oregon

Owner and Writer-in-Chief: October 2010 to November 2011

I ran my own freelance writing practice, developing a wide range of corporate PR and marketing communications materials for clients such as Microsoft, HP, Sitka Technology, Puget Sound Coaches Association, and the Bill & Melinda Gates Foundation.

Katz Communications Group, Vashon, Washington

Senior Writer: January 2007 to September 2010

I independently researched, wrote, and managed broad-ranging corporate communications and marketing materials for Microsoft and the Bill & Melinda Gates Foundation. Projects included technical and business white papers, case studies, annual reports, executive communications and opinion columns.

Waggener Edstrom Worldwide, Portland, Oregon

Assistant Writing Manager and Senior Writer: Sept. 2000 – Jan. 2007

Account Executive: May 1998 – Sept. 2000

- **Researched and wrote a broad range of PR and marketing materials** for high-tech and consumer-products clients of this premier strategic communications agency, including: Microsoft, Vignette, MasterCard, AMD, SAP
- **Managed and mentored** fellow Writing Services staff members
- **Developed cost estimates and timelines** for writing assignments across the team
- **Drove new-business development** efforts with external clients as well as internal account teams
- **Wrote news releases and other press materials**
- **Coordinated press coverage opportunities** with industry and manufacturing publications

Newspaper reporter and editor — at:

- **The Daily Astorian, Astoria, Oregon: Aug. 1996 – December 1997**
- **The News-Review, Roseburg, Oregon: Sept. 1991 – Aug. 1995**
- **The Chronicle, St. Helens, Oregon: Feb. 1990 – Aug. 1991**
- **The Dead Mountain Echo, Oakridge, Oregon: Feb. 1989 – Feb. 1990**

Awards

- **2017 AMCP 2017 MarCom Awards, Gold Award, 2017 Comcast NBCUniversal Corporate Social Responsibility Report**
- **2014 Content Marketing Awards, Bronze Award, 2012 Comcast NBCUniversal Corporate Social Responsibility Report**

1998 Oregon Newspaper Publishers Association

- **First Place: Education; Second Place: Education, Lifestyle**

1997 Pacific Northwest Excellence in Journalism

- **Honorable Mention: Education, Arts**

Education

B.S., Journalism and Political Science, University of Oregon