

# Mike Miller

SENIOR COPYWRITER

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## SKILLS

Copywriting  
Editorial Writing  
Copyediting  
Proofreading  
SEO  
AP style  
Microsoft Office  
Google Suite

## EDUCATION

University of Colorado at Boulder  
School of Journalism and  
Mass Communication

BS degree in Journalism  
Advertising, Creative Track  
May 2012

Minor  
Technology Arts, and Media  
May 2012

Online Certificates  
Ed2Go  
Keys to Effective Editing  
Magazine Writing  
Research Methods for Writers  
Writing Essentials  
Gotham Writers Workshop  
Feature Writing

## REFERENCES

Available upon request

## WORK EXPERIENCE

### SENIOR COPYWRITER

*Go Fish Digital* Raleigh, NC

Sept 2020 - July 2022

- Write authoritative content, blog articles, services pages, product descriptions, and other digital content for high-profile clients like Staples, Shane Co., and Chicco.
- Perform SEO research using Ahrefs and Google Analytics and implement best practices for new and existing content.
- Spearhead a new authoritative content service and create surrounding processes, best practices, and training resources.
- Design and oversee copywriting processes, style guides, article templates, and other internal resources.
- Interview candidates, create educational materials, lead development sessions with new hires, and assess quality of others' work based on tone, structure, grammar, spelling, and flow.

### COPYWRITER

*Gopher Sport* Owatonna, MN

July 2017 - August 2020

- Wrote product descriptions for kids' active furniture, educational STEM products, and physical education equipment.
- Completed 275 catalog descriptions and 60 SEO-optimized product description pages per year.
- Collaborated with key stakeholders on the product development team to edit usage instructions, activity directions, and packaging copy, and proofread 15 blog articles per month.
- Managed all copy in the Agility PIP and Magento CMS.

### ASSOCIATE EDITOR

*Innovision Health Media* Eagan, MN

Sept 2015 - June 2017

- Wrote features, department articles, roundups, and front-of-book content for three natural health magazines, reaching up to 250,000 readers nationally.
- Managed the editorial process, including research, writing, copyediting, proofreading, and fact-checking all submitted articles.
- Conducted high-profile interviews and communicated with publicists to obtain press releases, images, and product samples.

### COMMUNICATIONS SPECIALIST

*MMIC* Edina, MN

Oct 2013 - Sept 2015

### FREELANCE WORK

*Gopher Sport* Remote

May 2021 - present

- Complete overflow work, write product descriptions, and take on high-value projects like writing SEO-optimized category content for product listing pages.

*Return of the Cafe Racers* Remote

October 2019 - April 2020

- Wrote technical and educational content for a well-known publication in the motorcycle builder community.

*Magazine Writing* Remote

October 2019 - March 2020

- Conducted local interviews and wrote features for 507 Magazine and The Radish, local publications in Rochester, MN.

*Ultimate Motorcycling* Remote

May 2019 - October 2019

- Wrote product reviews and feature articles for highly respected motorcycle publication.