

# Mike Miller

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Experienced editor and writer  
seeks senior editor position  
in North Carolina

## Website

mmmikemill.journoportfolio.com

## Education

University of Colorado at  
Boulder, Boulder, Colorado  
School of Journalism and  
Mass Communication

BS degree in Journalism:  
Advertising, Creative Track  
May 2012

Minor in Technology,  
Arts and Media  
May 2012

## Skills

AP Style  
Copy editing  
Copywriting  
CMS publishing  
Fact-checking  
Freelancer management  
Interviewing  
Journalism  
Project management  
Proofreading  
Quality assurance  
Search engine optimization  
Substantive editing  
Writer coaching

## References

Available

## Location

Chapel Hill, North Carolina  
Remote

## About

I'm an editor and writer with experience in many content types and industries, including lifestyle, wellness, automotive and home improvement. My 12-year tenure spans SEO-optimized affiliate content, editorial features, blog posts, digital PR articles and e-commerce copy. Recent published work includes USA Today Homefront, Marketwatch Guides and This Old House.

## Experience

*HOME SOLUTIONS, Raleigh, N.C.*

**Editor: Jan 2024 – Nov 2024**

- Edited commercial and informational articles across home service categories such as home insurance, renters insurance, moving, gutters, pest control and heating/cooling services
- Ensured all articles are factual, clearly written and optimized for SEO
- Recruited and managed freelancers, assigning five story briefs per week across multiple categories
- Edited data journalism pieces for the link-building team and managed the editorial pipeline to hit timely pitching deadlines

**Senior Content Writer: Aug 2022 – Dec 2023**

- Wrote articles for three media partners, following in-house style guides
- Researched keywords, analyzed competitors and created SEO-optimized article structures
- Regularly conducted expert outreach and interviews
- Performed other primary research, such as consumer surveys and a focus group
- Brainstormed content strategy with the SEO/content team, conducted category research and developed internal resources
- Optimized existing content using data-backed tests

*GO FISH DIGITAL, Raleigh, N.C.*

**Senior Copywriter: Sept 2020 – Jul 2022**

- Wrote authoritative content, blog articles, web copy and product descriptions for high-profile clients like Staples, Shane Co. and Chicco
- Performed keyword research and optimized content to rank for target keywords
- Oversaw copywriting of others, assessing work based on tone, structure, grammar, spelling and flow
- Interviewed candidates and led development sessions with new hires
- Designed and maintained copywriting resources, such as style guides, article templates and other internal materials

*GOPHER SPORT, Owatonna, Minn.*

**Copywriter: Jul 2017 – Sept 2020**

*INNOVISION HEALTH MEDIA, INC., Eagan, Minn.*

**Associate Editor: Sept 2015 – Jun 2017**

## Freelance Work

- GBS Central
- Gopher Sport
- Ultimate Motorcycling
- Return of the Café Racer
- 507 Magazine