

MICHELLE BURLESON

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Online portfolio | presentation: Michelleburleson.com

WRITER - MARKETING COMMUNICATIONS & TV/FILM

Creative thinker, writer and communications professional with extensive experience developing results-generating creative and marketing communications material across all mediums for internal and external audiences. E-mail marketing savvy; site content development and architecture expert; leverage social marketing to build brands and grow business in major industry sectors including entertainment, healthcare, financial services, government, and IT. Team player with old-school work ethic and no agenda other than a job well done. Areas of expertise:

Scriptwriting • Copywriting • Professional Video Presentation/Slideshow Production • Internal / External Communications • Content Management • Social Marketing • Strategic Marketing • HTML • Branding • Visual Identity • Search Engine Optimization • Strategic Planning • Multichannel Marketing • Marketing Collateral • E-Mail Campaigns • Design Architecture • Team Building / Leadership • Vendor Management • Budget Management

PROFESSIONAL EXPERIENCE

WRITER - TV/FILM & MARKETING COMMUNICATIONS, Washington, D.C./Los Angeles, CA 2003- Present

Owner: Write character-based sketches, commercial parodies/satires, desk bits, monologues and segments for "Second City This Week!" a Saturday night, live-performance Hollywood sketch show. Develop and write marketing communications material on a freelance basis for entertainment, government, technology, financial services, health care, nonprofit, professional services, real estate and retail companies, as well as social marketing strategies and materials. Integrate Web 2.0 marketing through blogs, interactive personal pages, wikis and Twitter into overall client strategy. Create Web pages and content using content management systems, server side and HTML code. Partner with clients in planning, implementing and analyzing online, offline and multichannel marketing programs. Generate marketing collateral including sales brochures, data sheets and case studies. Write copy for public relations, Web, print and B2B and B2C e-mails. Formulate internal and external HTML e-newsletter campaigns. Support lead generation activities and marketing campaigns.

Major Accomplishments:

- Propelled a Washington, D.C., real estate client from online obscurity to first in Google search rankings and \$7 million in sales despite the bursting real estate bubble.
- Led the Web site redesign and drafted copy for Inova Health System, developing Web site architecture based on search engine optimization and feedback from focus groups, and winning the Standard of Excellence WebAward from CPM Healthcare Marketing.
- Rewrote the Web content and navigation for Perot Systems Federal Government Services in preparation of takeover by Dell.
- Drafted and managed the writing, editing and design of Capital One's successful applications for *Fortune* magazine's "100 Best Companies to Work For" and *Working Mother* magazine's "100 Best Companies."
- Developed internal marketing communications social networking tools for Capital One employees and managed development, dissemination and metrics of internal communications for the company's Human Resources Department.
- Designed the architecture and content for Fannie Mae's global corporate intranet and SharePoint team sites, and internal marketing e-mails and content drafts for 8 global Fannie Mae business units.
- Scripted internal marketing videos for relaunch of VMware cloud computing brand.

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PAWS TO WONDER HOLISTIC PET PRODUCTS, Arlington, VA • 2003-2005

Successful e-commerce and storefront company offering holistic pet products.

Owner / Founder: Created and managed the company, utilizing public relations and marketing communication skills to generate buzz and attract customers. Optimized Web site layout by using search engine marketing and analyzing visitor site traffic. Wrote and produced monthly e-newsletter.

Major Accomplishments:

- Received positive exposure from *The Washington Post*, the *Washington Blade*, *Southern Voice*, *Organic Living* magazine, National Public Radio and DC-area television shows.
- Won nomination as a *Washington Post* Readers' Choice Best Bet.

CC PACE FINANCIAL SERVICES SYSTEMS, Fairfax, VA • 2002-2004

Business and financial consulting services provider.

Marketing Communications Consultant: Conceptualized and developed corporate creative and brand messaging for financial-services companies in a range for media formats. Supported business center leaders with marketing, consumer outreach and sales support in the mortgage, consumer banking and capital markets lines of business. Managed Web layout, user interface, copy and graphics, including related personnel. Planned quarterly strategic marketing initiatives.

VERISIGN INCORPORATED, Herndon, VA • 2000-2002

Leading provider of Internet infrastructure services.

Marketing Communications Manager: Drafted and edited e-newsletters, online merchant solution products, Internet advertising banners, product marketing campaigns, white papers and other materials for Web, radio, television and print. Developed creative materials for online and offline media to support acquisition, retention, partner and affiliate programs for small business and enterprise-based audience. Managed outside advertising agency and corporate creative team. Created direct-marketing messages for 10 million-plus customer base, and material for marketing brochures, inserts and fact sheets, and company corporate policy manuals. Wrote corporate responses regarding escalated litigation threats and legal action covered in media.

Career Note: Additional roles include Business Editor for the Petroleum Marketers Association of America and Public Relations Writer for United States Service Industries.

EDUCATION

Bachelor of Arts in English

George Mason University, Fairfax, Virginia

Writing for Film/TV Training Center

The Second City, Hollywood, California

FOREIGN LANGUAGES

Spanish • HanGul (Korean)

PLATFORMS / SOFTWARE

Adobe Creative Suite • HTML • CSS • Microsoft Office
SharePoint / Content Management Systems • MAC OS / X