

MICHELLE LONGO

862-268-3842 · michelle.longo1@gmail.com · Burbank, CA
www.linkedin.com/in/michellelongo1/

COPYWRITER - EDITOR - MARKETING MANAGER

Passionate marketing manager and versatile copywriter experienced in dynamic marketing strategy and content creation. Insightful and innovative developer of successful campaigns that drive brand awareness, client acquisition, and revenue growth. Proven expertise in creating and implementing strategic marketing plans aligned with company objectives. Skilled in digital marketing, content development, social media management, SEO, and analysis. Adept at working with and leading cross-functional teams and fostering positive relationships with stakeholders. Keen problem-solving abilities to achieve measurable results.

KEY COMPETENCIES

Creative critical thinking
Execuational excellence
Project management

Innovative copywriting
Content and editorial strategy
Leadership and collaboration

Campaign management
Growth mindset
Stong editing capabilities

PROFESSIONAL EXPERIENCE

Freelance Experience

August 2024 - Present

Currently providing a range of freelance services, including the following:

- Panick Entertainment (Burbank, CA) - Editor
- Mundial Law (Burbank, CA) - Marketing Services
- Clarion Events (Shelton, CT) - News Poster
- Montclair Local News (Montclair, NJ) - Contributing Writer and Event Calendar Manager
- BVM/Altadena Neighbors Magazine (Brookfield, WI/Altadena, CA) - Content Coordinator
- Intuitive Funding (Salt Lake City, UT) - Book Editor

Agency Revolution (San Diego, CA)

Marketing Manager

July 2022 - August 2024

As one-third of a lean marketing team, restructured the department under new leadership, including the creation of process and documentation. Drove growth for the organization, the leading provider of website and communication platforms developed for independent insurance agents, by maintaining existing workflows amidst change and implementing new strategies for campaign development.

- Led the transformation of webinar programming, including both demo and thought leadership formats, from monthly sessions to several per week.
 - Expanded the available offering with over 50 new virtual seminars and presented on more than a dozen in the first year in the role.
 - Built process documentation, reporting standards, and distribution procedures, while implementing test-and-learns for webinar formats, content, and announcements.
- Initiated two monthly blog series on thought leadership and employee spotlights. Authored the majority and engaged leadership for the remainder. Responsible for content strategy, graphic design, and execution for all.
- Created monthly newsletter sent to more than 20K client and prospect contacts. Recruited leadership to provide content, designed layout, and aggregated data from multiple departments to showcase cohesive company offerings.
- Collaborated on myriad omnichannel initiatives to increase brand awareness and drive lead generation through email, social media, blogs, and ad placements.

- Conceptualized marketing campaigns centered on offering value to prospects and clients throughout the customer lifecycle, including long-term retention strategies.
- Contributed to rebranding strategy, development, and implementation after the acquisition of Forge3, a leading competitor, where maintaining brand reputation was paramount.
- Served as marketing liaison between legacy organization leadership for the first year post-acquisition and maintained workflow for existing initiatives while developing new go-to-market strategies.
- In close partnership with the VP of Marketing, led the creation of product marketing, rebranding, social media transition, and other departmental strategies that did not exist pre-acquisition.

Forge3, Ltd. (Bethlehem, PA)

November 2018 - July 2022

Marketing Manager (January 2022 - July 2022)

Promoted to Marketing Manager to work directly with CEO and COO to grow, lead, and manage all marketing efforts for the small startup responsible for the fastest-growing and highest-rated website platform serving independent insurance agencies. Acquired by Agency Revolution in July 2022.

- Created full-scale marketing plan for the launch of a new product feature, including updated website copy, revision of marketing collateral and how-to guides, with email and social campaigns to bring awareness to the existing client base and create full-funnel lead generation.
- Implemented process documentation for functions of current and prior role, maintaining brand integrity and preparing to hand-off responsibilities upon growth.
- Maintained ownership of all responsibilities under pre-promotion role.

Digital Marketing Specialist (November 2018 - January 2022)

Evolved a part-time position responsible for management of a single custom marketing account to a multi-faceted role spanning all digital marketing and content creation, both internally and externally.

- Leveraged insurance industry expertise to create 100+ pages of content to be used on the demo website platform and, subsequently, more than 1K client sites.
- Developed end-to-end process for proprietary product offering, including conceptualization, direct interaction with third-party graphic designer, approval through leadership, and placement on website platform. Assumed project management role for 20+ sub-projects within this initiative.
- Managed client relationship for large custom marketing account, including creating marketing materials, website copy and upkeep, blog posts, social media posts and ads, and a monthly newsletter, as well as track and report on social media and website analytics.

EARLY CAREER HIGHLIGHTS

Three years marketing for a small insurance agency, including blog writing, maintenance of editorial calendar, internal and external communications, and newsletters. 20 years of experience in the health insurance and employee benefits field, evolving from administrative assistant and customer service representative to account manager and compliance specialist. Roles included creation of employee communications and client collateral, such as summary plan descriptions, handbooks, brochures, flyers, forms, and handouts. Conducted annual employee benefit open enrollment meetings for companies of all sizes and industries.

EDUCATION | SPECIAL SKILLS | ACCOMPLISHMENTS

- Ramapo College of New Jersey, Mahwah, NJ -- Bachelor of Social Work, *cum laude*
- Technology toolkit includes Zoom, Wordpress, Hubspot, Basecamp, Asana, Flow, Constant Contact, Mailchimp, Infusionsoft, Campaign Monitor, and Clickup
- Publication and freelance credits include IA&B's Primary Agent Magazine, Cosplay Culture Magazine, Baristanet/Montclair Local, Huffington Post, xoJane, CreditYes, and YeahWrite
- Supported freelance clients across a variety of industries, including healthcare, insurance, finance, social services, retail, event planning, comics, and conventions
- 2nd Degree Black Belt and instructor in mixed martial arts
- Certified life coach
- Portfolio: <https://themichellelongo.com/portfolio/>