michelle johnson

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I’ve been lucky to work with a variety of clients, and I’ve learned something from every single one of them. In addition to my work, I make an effort to stay relevant in my field by regularly attending conferences and seminars, and that’s how I’m able to make sure my clients get the best results in a constantly evolving digital world.

# Areas of Expertise

* 17 years of experience in writing and editing for digital and print.
* Strong knowledge of SEO.
* Expert knowledge of AP Stylebook.
* 25 years of experience in B2B and B2C marketing.
* Proficient in Microsoft Office, Adobe Workfront, WordPress, SharePoint, and Marketo.
* Excellent research skills.

# Experience

## Thomson Reuters

### Brand Copywriter

### 2007-Present

Thomson Reuters is one of the world’s most trusted providers of answers, helping professionals make confident decisions and run better businesses. My role is to create marketing content and creative concepts across various business lines and mediums including print and digital ads, product brochures and slicks, case studies, white papers, infographics, blog posts, and social media. In addition, I act as a brand steward to ensure the Thomson Reuters brand is correctly applied visually and verbally across our communications and experiences.

## Independent Contractor

### Freelance Writer

### 2015-Present

As a freelance writer, I provided content writing, editing, and consulting services across multiple channels for various clients including KPS Global, Women's Foodservice Forum, IRIO Mobile, Dex Media, and others.

## JDA Software

### Marketing Writer

### 2012-2015

JDA is an American software and consultancy company, providing supply chain management. I was hired to manage the internal and external promotions for JDA FOCUS, the company’s annual user conference, and other events. In this role, I developed and implemented content for emails, brochures, landing pages, video scripts, surveys, mobile apps, social media, and more.

## TM Advertising

### Web Content Editor

### 2007-2011

Working on the American Airlines account, I was responsible for creating and launching AA.com content for Advantage, the company’s frequent flyer program, and the Citi program. In addition, I wrote articles for *AAirmail*, a monthly newsletter publication for customers, and managed the homepage flight calendar to ensure promotions were relevant and fresh.

## First Horizon Bank

### Web Content Manager

### 2004-2007

First Horizon is a bank that provides financial services in and around Tennessee. I was hired to develop and execute a content management process for all customer-facing websites under the Senior Vice President of the Enterprise Internet Group. In addition, I created content for email campaigns, websites, print ads, brochures, and other collateral. Also, I managed usability testing of banking and mortgage sites, resulting in *Top 10* awards for both sites.

# Education

## Bachelor of Arts in Sociology, Minor in Psychology

Texas State University