

MICHELLE COLLINS

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EDUCATION

Florida State University
Major: Editing, Writing, and Media, Minor: Communications
Florida State London Study Centre
Broad Curriculum Studies

Tallahassee, FL
May 2014

London, UK
August-December 2013

EXPERIENCE

Content Editor *CLUTCH Magazine* | Dec. 2013-Present | Tallahassee, FL

- Fact check, line edit, format, and proofread all articles to be published.
- Assign and approve article topics for a team of roughly 30 staff writers and freelance contributors.

Editorial Intern *Orlando Style and Tampa Style Magazine* | May-July 2013 | Orlando, FL

- Wrote and edited articles, with assigned and unassigned topics, to be featured in *Orlando Style* and *Tampa Style Magazine*.
- Created layouts via desktop publishing programs based on the magazine's visual aesthetic.
- Maintained the company's various social media outlets including Twitter, Tumblr, and Pinterest.

Campus Editor *Uloop Student News Network* | May 2012-April 2013 | Online

- Recruited and managed a team of over 25 students.
- Brainstormed and assigned various newsworthy article topics to staff.
- Edited 15-20 articles weekly based on university culture and national current events.
- Integrated social media outreach with Facebook and Twitter while noting SEO to expand site readership.

Blog Editor *CLUTCH Magazine* | Nov. 2012-April 2013 | Tallahassee, FL

- Constructed the posting schedule, wrote and edited weekly blog posts, and monitored for strong readership following.
- Operated all mediums of the publication's social media sites, including Facebook, Twitter, and Instagram.
- Designed graphics to be published on the blog and managed the visual aesthetic of the site.

Art Director *CLUTCH Magazine* | March-Nov. 2012 | Tallahassee, FL

- Contributed articles covering college student culture, fashion, entertainment, and beauty at Florida State.
- Pitched my graphic design concepts to create a cohesive look throughout the magazine.
- Produced visually aesthetic layouts and promotional fliers via desktop publishing programs.

Communications Director *Alpha Phi International Fraternity* | Dec. 2011-Nov. 2012 | Tallahassee, FL

- Submitted my writings to *Panhellenic Post* and *Alpha Phi International Quarterly*.
- Developed concepts and design of promotional fliers and invitations to be distributed throughout campus and community.
- Upheld the chapter blog with weekly postings of fashion, beauty, and lifestyle advice articles.

Ebook Section Editor *Uloop Student News Network* | May-July 2012 | Online

- Selected 40 articles out of a database of 2,000 to be featured in *Student to Student - A Guide to Surviving College*.
- Line edited, fact checked, and formatted the consistency for all selected works in the healthy living section.

SKILLS

- Adobe InDesign, Photoshop, and Illustrator
- Basic HTML5, JavaScript, and CSS
- SEO and social media management
- Wordpress, Issuu, and Microsoft Office
- AP Style and fact checking

FREELANCE

- Contributing writer for *Tampa Style Magazine* Aug. 2013-Present
- Contributing writer for *Thought Catalog* Aug. 2013-Present
- Contributing writer for *Uloop Student News Network* March 2012-April 2013
- Contributing writer for *The Huffington Post* March-May 2012