

MARCUS MICHELSON

LOCATION: Relocating to Los Angeles in May 2017. **PHONE:** 509-833-8675

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SUMMARY

- An accomplished professional who helps organizations reach external and internal audiences
- A forward-looking thinker who uses emerging and traditional technologies to reach new audiences
- A problem solver who sees issues from different angles and helps identify quick and cost-effective solutions

FEATURED SKILLS

- Graphic design/publication design
- Web and print content management
- Social media integration
- Podcast writing/producing/hosting
- Audio recording and editing
- Writing and editing for print and web products
- Email marketing
- Videography and video editing
- Interpersonal communications
- Staying calm under pressure

EXPERIENCE

September 2016 to present

Content & Design Specialist — Washington State Fruit Commission

- Copy edit all local content in magazine
- Design/layout about half of each issue's pages
- Participate in editorial planning process
- Maintain English and Spanish-language websites
- Develop and design advertisements for clients
- Coordinate, troubleshoot all ads in magazine
- Design marketing and promotional collateral
- Act as backup to production manager
- Write stories/items for magazine
- Manage a weekly email newsletter

September 2015 to September 2016

Associate news editor — Yakima Herald-Republic

- Oversaw daily output of newspaper
- Served as newspaper design coach
- Designed daily sections, including front page
- Determined placement of local and wire stories
- Copy edited local and wire stories
- Participated in story planning process
- Coordinated with editors on deadline content
- Served as department's systems manager

July 2003 to September 2015

Copy editor/page designer — Yakima Herald-Republic

- Designed daily sections
- Determined placement of local and wire stories
- Copy edited local and wire stories
- Coordinated with editors on deadline content
- Designed and coordinate special sections
- Acted as section editor in his absence

January 2001 to August 2003

Universal desk editor — The Daily News

- Designed section fronts for all sections
- Acted as wire editor when responsible for Page 1A
- Copy edited local and wire stories
- Designed occasional special sections

EDUCATION

Bachelor of Arts in Communication — Washington State University

- Emphasis in journalism, political science minor
- Editor of campus newspaper for two semesters

SOFTWARE PROFICIENCY

- MacOS/iOS/Windows
- Adobe Creative Suite 5/6/CC
- WordPress, HTML, CSS
- Microsoft Office
- MailChimp
- Audacity