Michelle Woodward

(978) 758-4605 | woodwardmichelle5@gmail.com | michellemwoodward.github.io

Experience

MASSACHUSETTS DEPARTMENT OF HIGHER EDUCATION
JULY 2014 - PRESENT

WEB CONTENT SPECIALIST
Compile email newsletters, produce and edit web content, monitor social media, and provide editorial support for special initiatives, including:
1. **Vision Project** WWW.MASS.EDU/VPREPORT
   Take photos and write stories for our annual report
2. **MassTransfer** WWW.MASS.EDU/MASSTRANSFER
   Conduct student usability tests and work with campus and government stakeholders to develop a new website for transfer students
3. **100 Males to College** WWW.MASS.EDU/100MALES
   Keep an ongoing audio, video and photo library of students participating in the pilot program, "100 Males to College."

NEW ENGLAND PUBLIC RADIO
JAN 2014 - MAY 2014

NEWS INTERN
Wrote and edited spot and feature stories for Morning Edition and All Things Considered.

INTRODUCTION TO WEB DESIGN
MAY 2013 - JULY 2013

TEACHING ASSISTANT
Reviewed class material and answered students' questions about web design, HTML and CSS for UMass' first "Massive Online Open Course."

UVC-TV 19
SEPT 2013 - MAY 2014

STATION MANAGER
Managed a staff of 15 students, managed purchasing requests, and coordinated monthly events including the first "UMass Women in Media Conference."

WBUR 90.9
MAY 2012 - AUG 2012

RADIO BOSTON INTERN
Researched and pitched story ideas, wrote and edited scripts, and identified and pre-interviewed potential guests.

Education

UNIVERSITY OF MASSACHUSETTS AMHERST
2010 – 2014

BACHELOR OF BUSINESS ADMINISTRATION
Majors: Journalism and Marketing
GPA: 3.62

CAPA INTERNATIONAL
JAN 2013 – MAY 2013

LONDON INTERNSHIP PROGRAM

Skills

EDITORIAL
AP Style; Experience in print and online, radio and television script writing; Social media monitoring with Hootsuite and Google Analytics; MailChimp

TECHNICAL
Adobe Illustrator, InDesign, Photoshop, Audition, Premiere and Dreamweaver; Final Cut Pro 6 and 10; HTML and CSS; Microsoft Excel, Powerpoint and Word