

# Michelle Woodward

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## 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 communications support for special initiatives, including:

1. **Vision Project** [WWW.MASS.EDU/VPREPORT](http://WWW.MASS.EDU/VPREPORT)  
Take photos and write stories for our annual report
2. **MassTransfer** [WWW.MASS.EDU/MASSTRANSFER](http://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](http://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

Oversaw 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.

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## 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

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## 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; Adobe Audition and Audacity; Adobe Premiere and Final Cut Pro 6 and 10; Adobe Dreamweaver; HTML and CSS; Microsoft Excel, Powerpoint and Word