

# MICHAEL VANDENBERG

## Content Writer & Editor

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## SKILLS

### Editing

- Developmental Editing
- Structural Editing
- Copy Editing
- Proofreading

### Writing

- Guide/How-To
- SEO/Blog
- Advertorial
- Sports

### Search Engine Optimization

- White hat
- Keywords and Clearscope
- Reader focus/white space
- Project 24

## EDUCATION

BA English, Writing Option  
Business and Technical Writing  
Kean University  
Union, NJ  
2011-2013

AA Writing  
Middlesex County College  
Edison, NJ  
2009-2011

High School Diploma  
Piscataway High School  
Piscataway, NJ  
2005-2009

## EXPERIENCE

### Editor

*Intergrowth — Denver, CO (Remote)*

*December 2021-Present*

- Edit client and in-house content (including content on Agile)
- Use Clearscope and SEO to maximize SERP rankings
- Revamp and reoptimize older content
- Write posts
- Perform quality assurance
- Software/Skills: Google Workspace, Microsoft Office 365, Teamwork, Notion, Hemingway, Grammarly Premium, Shutterstock, Canva, Sublime Text, WordPress, Upwork, BugHerd

### Editing Team Lead

*Text Goods — Dallas, TX (Remote)*

*November 2020-May 2022*

- Managed a team of 20 writers
- Tutored new writers on our style guide and P24
- Assigned tasks based on writer strengths and preferences
- Contributed content to articles
- Published completed posts via WordPress
- Software/Skills: Slack, Google Workspace, Microsoft Office 365, Copyscape, EasyBib, Grammarly Premium, Unsplash, Pexels

### Content Writer

*Text Goods — Dallas, TX (Remote)*

*February 2020-May 2022*

- Wrote posts of varying lengths according to style guide: how-to/guides, question and snippet answer, list posts
- Incorporated client special requests and revisions
- Researched primary and secondary sources
- Wide variety of topics, from iPhone photos to home brewing
- Software/Skills: Slack, Google Workspace, Microsoft Office 365, Upwork, Grammarly Premium

### Advertorial Writer

*Micromedia Publications — Lakehurst, NJ*

*February 2017-October 2020*

- Wrote full-page business profiles on clients for our newspapers
- Conducted interviews with client ownership
- Described businesses while building a personal connection for readers
- Software/Skills: Microsoft Office, Adobe Acrobat, Gmail

### Sports and Advertorial Writer, Salesperson, Intern

*About Our Town — Piscataway, NJ*

*February 2013-October 2020*

- Wrote advertorials on customers for our newspapers
- Kept a sports column highlighting unique local athletics
- Layout edits with Adobe InDesign and Quark
- Sold additional products to current customers
- Software/Skills: Microsoft Office, mail merge, Gmail, Wix