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

 ${\it Intergrowth-Denver, CO (Remote)}$

December 2021-Present

- → Edit client and in-house content
- → Use Clearscope and SEO to maximize SERP rankings
- → Revamp and reoptimize older content
- → Write posts
- → Perform quality assurance
- → <u>Software/Skills</u>: 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
- → <u>Software/Skills</u>: 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
- → <u>Software/Skills</u>: 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
- → <u>Software/Skills</u>: Microsoft Office, mail merge, Gmail, Wix