

Michelle Sokol

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SUMMARY OF QUALIFICATIONS

- **Expert Content Strategist:** Over 10 years of experience in crafting and executing high-impact B2B and B2C content marketing strategies, with a proven track record of increasing brand awareness, generating demand and driving measurable results.
- **Leadership and Collaboration:** Demonstrated ability to lead in-house marketing teams and manage collaborations with freelancers and agencies, ensuring cohesive brand messaging and efficient content delivery across all platforms.
- **Creative and Technical Proficiency:** Skilled in both written content creation and visual design, with specialized expertise in developing custom WordPress sites and React applications. A keen eye for aesthetics matched with a commitment to upholding brand guidelines.
- **Innovator in Composable Content:** Passionate advocate for composable content, utilizing a modular and scalable approach to content creation that enhances adaptability and reuse across channels, optimizing marketing efficiency and brand consistency.

PROFESSIONAL EXPERIENCE

Content Marketing Strategist
CharterUP

February 2023 - present
Remote

- Orchestrated and executed an innovative content strategy that led to a 186% year-over-year growth in organic traffic, positioning CharterUP as a leader in its industry.
- Revitalized CharterUP's digital presence by developing a composable content model, which streamlined the content management process and resulted in a 121% increase in user engagement time.
- Spearheaded website and UX improvements, resulting in up to 740% traffic growth in strategic markets and significantly enhanced user interaction with content.
- Applied advanced analytics for comprehensive tracking and optimization, supporting data-driven decision-making and enhancing content performance.

Content Consultant & Founder
Listen Up Creative

December 2019 - present
Goshen, Indiana

Launched a communications agency that has offered content, design, strategy and web development services to more than 50 individuals and companies across industries.

Selected projects and accomplishments:

- **Marketing Director, Electrum Supply** **2022**

- Coordinated agencies providing SEO, graphic design, PPC and web development services to a global tattoo supply company.
- Established Electrum's brand story and voice to better reflect the company's practice of sending a handwritten note and candy with each order.
- **Content Marketing Director, Futurestay** **2021-2022**
 - Used content (including webinars, ebooks, video, case studies, press releases, blogs & more) to drive a 533% increase in organic traffic for a Series A startup..
- **Director of Digital Communications, Pat Hackett for Congress** **2020**
 - Joined the campaign to direct digital communications in the final 50 days leading up to the November 2020 election, overseeing emails and social media to assist in fundraising and Get Out The Vote efforts.
 - Earned media coverage from the New York Times, Newsweek, Marie Claire, NBC News, Time Magazine, among others.

Communications Director
ADEC

May 2016 - December 2019
Bristol, Indiana

- Managed a department of 4 FTE specialists to handle internal and external communications for the nonprofit that serves more than 1,200 individuals with disabilities.
- Led the "65 Stories for 65 Years" storytelling campaign that reached more than 1.3 million users on Facebook (including Justin Timberlake).
- Increased self-referrals to services by 16% by clarifying messaging around program offerings and benefits and increasing earned media mentions.
- Advocated for individuals with intellectual and developmental disabilities through self-advocacy education, lobbying at the state and national level, and working with local representatives for recognition and awareness.
- Planned events ranging from small workshops and webinars to major fundraising events and galas.
- Directed crisis communications for the organization in the case of severe weather, incidents of neglect or abuse involving clients and other major events.

Education Reporter

The Elkhart Truth (Elkhart, Indiana)
The Republic (Columbus, Indiana)
The State-Journal (Frankfort, Kentucky)

December 2014 - May 2016
December 2013 - December 2014
December 2012 - December 2013

Developed deep subject matter expertise in education, covering the full spectrum from early childhood to university:

- Used open records requests to reveal mismanagement within a state-funded university, resulting in several executives resigning and the settlement of wrongful termination lawsuits.

- Contributed daily articles on education and health topics for The Republic, including an in-depth series examining the benefits of prekindergarten education as a local school district attempted to pass a referendum to fund a universal pre-K program.
- Recognized as a subject-matter expert, serving on a PBS panel discussion regarding standardized testing alongside lawmakers and superintendents.
- Recognized for exceptional education reporting, including:
 - **SCHOOL BELL AWARD** from the *Indiana State Teacher Association* for a column series highlighting positive practices in Elkhart County public schools
 - **BEST IN-DEPTH FEATURE PACKAGE** from the *Hoosier State Press Association* for a series on a local prekindergarten referendum
 - **FIRST PLACE, FEATURE SERIES** from the *Indiana Associated Press Media Editors* for coverage of the same prekindergarten referendum
 - **BEST FEATURE ARTICLE** from the *Kentucky State Press Association* for a story about a family's experience with Down syndrome

EDUCATION

Bachelor of Arts (Journalism)
Indiana University

August 2009 – December 2012
Bloomington, Indiana

Graduated with departmental honors as an Ernie Pyle Scholar after completing a rigorous honors curriculum in the areas of media law, ethics, interviewing techniques and storytelling skills.

SKILLS

- **Content:** Audience research, persona development, writing, storytelling, interviewing, blogs, whitepapers, ebooks, SEO optimization, CMS (experience in WordPress, WebFlow, HubSpot, Drupal, Magento, Strapi and Contentful)
 - *Certification: Content Marketing from Hubspot Academy (2023)*
- **Graphic Design:** Adobe Creative Suite (particularly InDesign + Premiere Pro), Canva, Figma
- **Marketing:** Email automation (experience in ActiveCampaign, Drip, Klaviyo, Mailchimp, Constant Contact, Hubspot), Google Analytics, Google Ads, Facebook Ads
 - *Certification: Inbound Marketing from Hubspot Academy (2023)*
- **Web Development:** WordPress, PHP, Divi, Elementor, HTML, Javascript, CSS, React, NextJS, TailwindCSS