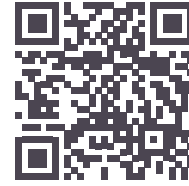


MICHELLE SOKOL

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SEE MY WORK

Scan the QR code or click **highlighted** text to see portfolio

EDUCATION

Indiana University

Bloomington, Ind.

BACHELOR OF ARTS

WITH ACADEMIC HONORS

Double concentration in journalism & political science

HONORS

FIRST PLACE, FEATURE

KENTUCKY PRESS ASSOCIATION

Excellence in Newspapers, 2013

FIRST PLACE, FEATURE SERIES

ASSOCIATED PRESS MANAGING EDITORS

Newspaper Division, 2015

SCHOOL BELL AWARD

INDIANA STATE TEACHERS ASSOCIATION

"Classroom Chronicles" series, 2016

SKILLS

CONTENT

Specialties: **B2B, SaaS, health, education**

Certified through **Hubspot Academy**

Comfortable in most CMS, especially

WordPress, Contentful & Webflow

DESIGN

Proficient in **Figma & Adobe Creative Suite**, especially **InDesign & Premiere Pro**

STRATEGY

Skilled in **brand discovery & user research**

Use **Google Analytics, Tag Manager & Search Console** to inform work

Knowledgeable in **SEO best practices**

DEVELOPMENT

Build sites in **WordPress** (using **Divi & Elementor**), **Shopify, Webflow & Wix**

Fluent in **HTML & CSS**

Learning **React + NextJS + TailwindCSS**

DECEMBER 2019 - PRESENT

CREATIVE DIRECTOR & FOUNDER *Listen Up Creative*

Offer story-driven marketing services in the areas of content, design, strategy and development. Selected projects and accomplishments:

Directed content strategy for **Futurestay** as the SaaS start-up successfully raised \$11 million in Series A funding.

» Used content (including webinars, ebooks, video, case studies, press releases, blogs & more) to drive a 533% increase in organic traffic

Served as the director of digital communications for the grassroots campaign of **U.S. Congressional candidate Pat Hackett**.

» Earned media coverage from the New York Times, Newsweek, Marie Claire, NBC News, Time Magazine, among others

» 75% of voters contacted through campaign turned out to vote, compared with just 47% overall turnout

Acted as copy lead on three agile sprint testing campaigns. Used in-depth discovery work and user personas to draft, test & iterate on messaging to drive growth.

» Reduced CPC by 53% for electric vehicle rental start-up **Borrow**

» Achieved a CPI 33% lower than global iOS average for **Morty**, an app for escape room enthusiasts

MAY 2016 - DECEMBER 2019

COMMUNICATIONS DIRECTOR *ADEC*

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.

DECEMBER 2012-MAY 2016

EDUCATION REPORTER *DAILY NEWSPAPERS*

Covered issues and topics related to public schools and higher education for **The Elkhart Truth** (2014-2016), **The Republic** (2013-14) and **The State-Journal** (2012-2013).

» Collected more than 1,000 bylines and interviewed more than 300 sources.

» Served on **PBS panel discussion** regarding standardized testing alongside lawmakers and superintendents.