

# M Gagne-Ballard

Writing  
United States

View the full portfolio at <http://www.thecreativefinder.com/mgbeditorial>

## Professional Experience and Curriculum Vitae

I'm a well-trained, authoritative editor and writer, with excellent style knowledge and 15 years of hands-on work. I've got an eye for targeting marketing segments with tone, style and approach -- from print to social media. My management experience includes hiring and directing contract authors, editors, designers and marketing staff, including event execution. I adore technology.

## Previous Clientele

\*CafePress.com \*PlasticJungle.com \*Like.com \*Lonely Planet Publications \*Dr. Charles T. Kenny \*Pyrotecnico \*Riezebos-Holzbaur Design Group \*Minty Green House Advertising

## Awards and Accolades

Michelle Gagne Ballard

650.759.4726

[mrgballard@gmail.com](mailto:mrgballard@gmail.com) :: [www.mgbeditorial.squarespace.com](http://www.mgbeditorial.squarespace.com)

## Skills:

- Well-trained, authoritative editor and writer, with excellent style knowledge
- Publishing, Marketing and Advertising experience, in print and online, B2B, B2C
- Leadership includes project management, hiring and managing freelancers, authors, editors, marketing staff
- Internet and technology savvy, including social networking and research
- Fluent in a PC or Mac environment. Good with a steep learning curve on any program

## MGB EDITORIAL, San Carlos, CA September 2007-Present

Serve as principal providing editorial and marketing contract and consulting services, including writing, copywriting, copyediting, proofing, project development. Work covers various disciplines: traditional print marketing, search engine marketing, web advertising, website copy, press releases, screenplay editing and non-fiction book-length development. Clients include Like.com, Pyrotecnico, Inc., Minty Green House Ad Solutions, Dr. Charles T. Kenny.

## Traditional Editorial and Publishing Experience:

### LONELY PLANET PUBLICATIONS, Oakland, CA November 1994-December 1997

Editor. Lead project teams, including copyediting and proofing text at all stages.

Established US office's editorial

standards and practices. Researched, developed and project managed travel guides

from concept into best selling US & Americas travel guides. Acquired, edited and lead

guide updates for optimal market share. Headed up fact checking. Titles included San

Francisco, New Orleans and New York City guides, California and New England and

Mid-Atlantic States regional guides

# M Gagne-Ballard

Writing

United States

View the full portfolio at <http://www.thecreativefinder.com/mgbeditorial>