

Michelle Stone

Writing
United States

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

Professional Experience and Curriculum Vitae

- Certified ScrumMaster
- Experience designer and knowledge manager for an award-winning, INC500 mobile platform company and ASP
- Experienced in XD, UX, IxD, IA, UI, usability, accessibility
- Universal/Blended Search, UX, IAD, and SMM expert for INC500/5000 Internet marketing agency
- Large market media relations experience (NFL and NCAA)
- Published author with experience as an copywriter, editor, and creative writing mentor
- Experienced marketing programs manager for multi-national software developer
- Experienced with ISO 9000:2001 and TL 9000 certification
- Experienced with layout and graphic design work
- Experienced with website design and management
- Experienced in email management and messaging

Previous Clientele

Nabisco, AT&T, T-Mobile, Lockheed Martin, Interim HealthCare, Discovery Networks, AAA of Southern California, Best Buy, TracFone, Securus Technologies, InterContinental Hotel Group, Dental Care Alliance

Awards and Accolades

SEO/SMO Consultant

M.L. Stone, LLC

January 2012 – Present (2 months) Plantation, Florida

SEO/SMO Consultant - review and analyze websites through detailed written documentation, identifying areas for improvement and change relative to SEO. Test different search engine marketing (SEM), information architecture design (IAD), and interaction design (IxD) ideas to improve clients' sites. Develop Internet marketing and new media programs for clients, with a focus on social media optimization (SMO), online reputation management (ORM), and social media marketing (SMM). Develop SMM strategies and link strategies.

Staff - Digital and Print Media

Miami Dolphins, Ltd.

Privately Held; 51-200 employees; Sports industry

August 1997 – Present (14 years 7 months) Miami/Fort Lauderdale Area

Digital and Print Media Staff - responsibilities include updating the team's web site, transcribing the head coach's post-game press conference for the members of the media, and stadium operations. Highlights include the 2007 International Series in London, 3 AFC Divisional games (2001, 2000, 1999), and 5 AFC Wild Card games (2008, 2001, 2000, 1999, 1997), as well as various road games. Support Internet & Publications with the administration of the team's website, generation of promotional emails, editing and streaming Internet video, publications layout and design, writing / creation of special features in GameDay magazine, copy editing, and special events coordination; aid the Media Relations department in assisting the visiting team's front office staff and visiting media with any general questions or concerns. Additional highlights include work for the Baltimore Ravens, Sports Illustrated, and the FedEx

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