

# Michael St. Charles

michaelstcharlesportfolio.neocities.org

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## EDUCATION

### Michigan State University, *East Lansing, MI*

- Bachelor of Arts in Professional Writing / May '16
    - **Specialization:** Digital and Technical Writing
  - Bachelor of Arts in English, Teaching Minor in Mathematics / May '13
  - Michigan Provisional Certificate in Secondary Education / May '14
    - **Endorsements:** English (BA) and Mathematics (EX)
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## EXPERIENCE

### Freelance Web Developer & Digital Strategy Consultant, *Lansing, MI*

Dec '15 - Present

- Works with local organizations to design, construct, and launch responsive websites
- Conducts research and client meetings to determine website strategy and scope of website project
- Consults for local organizations concerning social media presence, brand strategy, content strategy

### Staff Writer/Editor at Gottawatchit, *Lansing, MI*

May '13 - Present

- Uses Wordpress to publish weekly articles and engage users with complex analyses of popular television
- Engages weekly with users via Disqus comment system to increase user participation

### Strategic Support Associate at Jackson National Life Insurance, *East Lansing, MI*

Jan '16 – July '16

- Utilizes quality control procedures to verify validity of financial transactions
- Consistently exceeds expectations by performing at 110-200% for daily work occupancy
- Manages data entry processes for corporate deadlines and excellence in processing standards

### Communications Strategist at Humans Uniting for an Equal Society, *Lansing, MI*

Sept '15 – July '16

- Coordinates advertising/outreach strategies using social media activity, distribution of physical promotional materials, and press releases/news coverage
- Doubled Facebook page likes by conducting and implementing strategies based on user research
- Operates as a digital strategist on an Advisory Board for HUES' parent organization, LAHR (Lansing Association for Human Rights), for the purpose of rebranding and refocusing LAHR
- Achieved 200% of the expected turnout at the Winter 2015 event
- Designs meeting/event advertisements and event programs using Canva and Adobe Illustrator

### Instructor at Sylvan Learning Center, *Lansing Charter Township, MI*

May '14 – July '16

- Utilizes iPad programs to educate a diverse group of K-12 students, implementing Mathematics, English/Language Arts, Writing, Study Skills, and ACT preparatory curricula
- Analyzes performance data and conducted behavioral observations to help directors revise curricula

### Intern Teacher at East Lansing High School, *East Lansing, MI*

Aug '13 - May '14

- Created lessons for English 1, Creative Writing classes, personalizing instruction for diverse student groups
  - Engaged in dialogues with parents, teachers, and administration about student progress, tech issues, student behavior issues, and student referral to special education programs
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## TECHNOLOGY AND SKILLS

- Microsoft Office
- Wordpress
- Social Media Platforms
- iMovie and Camtasia
- HTML and CSS
- Bootstrap CSS Framework
- Javascript
- JQuery
- Axure RP
- Adobe Illustrator/Photoshop
- Mailchimp, Instapage
- Slickplan