Michael St. Charles

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EDUCATION

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

EXPERIENCE

Freelance Web Development and Digital Strategy Consultant, *Lansing MI*   **Dec '15 - Present**
- Works with local organizations to construct and launch responsive websites with mobile accessibility
- Conducts research and client meetings to determine website strategy and scope of website project
- Creates IA diagrams and sitemaps using Slickplan, creates wireframes and design comps using Axure RP
- Utilizes HTML, CSS, Javascript, and JQuery, as well as Bootstrap frameworks to develop websites
- Implements CMS such as Wordpress to ease additional development
- Conducts accessibility and usability tests throughout development process
- Consults for local organizations concerning social media presence, brand strategy, and digital content strategy

Communications Strategist at Humans Uniting for an Equal Society, *Lansing, MI*   **Sept '15 - Present**
- Coordinates advertising/outreach strategies using social media activity, distribution of physical promotional materials, and press releases/news coverage
- Doubled Facebook page likes and increased Twitter activity by implementing new digital strategies
- 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 - Present**
- 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

Staff Writer/Editor at Gottawatchit, *Lansing, MI*   **May '13 - Present**
- Uses Wordpress to publish 3 weekly articles and engage users with complex analyses of popular television
- Engages weekly with multiple users via Disqus comment system to increase user participation

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
- Collaborated in Professional Learning Communities to revise curricula, assessments, and lessons/units
- Engaged in dialogues with parents, teachers, and administration about student progress, tech issues, student behavior issues, and student referral to special education programs

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