

# Michael St. Charles

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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 Development and Digital Strategy Consultant, *Lansing, MI*

Dec '15 - Present

- **Long Term Projects**
  - Humans Uniting for an Equal Society Website Development: Jan '16 – Apr '16
  - Project Armory Website Development and Digital Media Consulting: Apr '16 – Aug '16
- **Responsibilities**
  - 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
  - Creates IA diagrams, sitemaps using Slickplan, creates wireframes and design comps using Axure RP
  - Utilizes HTML, CSS, Javascript, and JQuery, as well as Bootstrap framework 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, content strategy

### Staff Writer/Editor at Gottawatchit, *Framingham, MA*

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

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

Sept '15 – July '16

- Coordinated 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
- Operated 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
- Designed meeting/event advertisements and event programs using Canva and Adobe Illustrator

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

May '14 – July '16

- Utilized iPad programs to educate a diverse group of K-12 students, implementing Mathematics, English/Language Arts, Writing, Study Skills, and ACT preparatory curricula
- Analyzed 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