

# Genevieve Anne Michaels

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<b>Areas of Expertise</b>	Writing	Blog content; E-books; Press releases; essays; interviews; journalistic articles; website and social media content; e-newsletter copy
	Communications	Web, social media, and e-newsletter strategy and implementation; media outreach; continually adjusted strategy based on monthly reporting
	Social Media	Content calendar creation for Facebook, Instagram, and Twitter; scheduling using Hootsuite, Later, and Creator Studio; e-newsletter distribution via Mailchimp, monthly analytics reporting
	Public Relations	Local and national media outreach; responding to interview requests; planning and hosting media events
	Management	Large-scale public art project management; exhibition and residency program management; gallery, staff, and financial management
	Other Skills	Adobe Illustrator; Microsoft Office; GSuite; Wordpress; Google Analytics; Event planning
	<b>Education</b>	2017
<b>Relevant Experience</b>	2014 - Present	<b>Freelance Content and Copy Writer</b> <ul style="list-style-type: none"><li>- Blog content, website copy, ebooks, white papers, case studies, social media management, email copy</li><li>- Niches include B2B, SaaS, menswear, cannabis, health and wellness</li><li>- Clients include <a href="#">Trello</a>, <a href="#">Hubspot</a>, <a href="#">Shopify</a>, <a href="#">15five</a>, <a href="#">Visier</a>, <a href="#">Mention</a></li></ul>

<b>Relevant Experience</b>	2016 - 2021	<p><b>Communications Manager, Burrard Arts Foundation</b></p> <ul style="list-style-type: none"> <li>- Created and implemented organization's entire marketing communications strategy for all projects and programs, including website, blog, social media and email newsletter content and strategy</li> <li>- Grew Instagram following from 2,200 to 9,900</li> <li>- Marketing, communications, media outreach and project management for exhibition program, residency program, and public art projects including Façade Festival and Shepard Fairey (OBEY) mural and exhibition</li> <li>- Management of \$275,000 annual budget, including processing staff, artist and contractor payments and depositing donations up to \$75,000</li> </ul>
<b>Selected Publications</b>	2020	<p><a href="#">‘Shayla Oulette Stonechild is Decolonizing Wellness’</a>, Basenotes Magazine (interview, online)</p>
	2019	<p><a href="#">‘James Nizam: Apparent Motions’</a>, White Hot Magazine (exhibition review, online)</p>
	2018	<p><a href="#">‘Scott Billings: Law and Disorder’</a>, Canadian Art (exhibition review, online)</p> <p><a href="#">‘Gabriola Island: On Beauty and Strangeness’</a>, Montecristo Magazine (personal essay, online)</p>
<b>Awards</b>	2017	<p>First Place, Elle Canada Writing Competition</p> <p><a href="#">‘Hospital Pumps’</a> (personal essay, print)</p>
<b>Volunteer Experience</b>	2019 - 2020	<p><b>Meal Program Volunteer, WISH Drop-In Centre</b></p> <p>Assisting with preparation and serving of food for meal program</p>
	2019 - 2021	<p><b>Programming Advisor, Contemporary Art Society of Vancouver (CASV)</b></p> <p>Suggesting artists and galleries for visits and tours; promoting CASV events</p>