



✉ hello@genevievemichaels.com  
🌐 genevievemichaels.com  
☎ +1 604-908-0211

## EDUCATION

UNIVERSITY OF BRITISH COLUMBIA  
2017

- **Bachelor of Fine Arts**  
Major Creative Writing  
Minor Art History

## SELECTED CLIENTS

- Atlassian
- Trello
- Hubspot
- Thinkific
- Hootsuite
- Shopify

## EXPERTISE

- Long-form content
- Copywriting
- Public Relations
- Brand Identity
- Social Media
- Project Management
- Program Management

# GENEVIEVE MICHAELS

Arts professional turned long-form, in-depth tech content writer.

Captivating, audience-centric storytelling — no matter how complex the subject matter.

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## CONTENT AND COPYWRITER

Freelance, 2013 - Present

- **Long-form:** blog content, case studies, ebooks, thought leadership
- **Short-form:** email content, social media captions
- **Brand identity,** website copy, and core messaging development
- **B2B clients:** Trello, Atlassian, Hootsuite, Hubspot, Mention, Visier, Shopify
- **B2C clients:** luxury real estate development, science education nonprofit, menswear, food+beverage
- **Creative writing:** nonfiction, personal essay, art criticism
- **Publications:** Elle Canada, Vice Canada, Montecristo Magazine, Canadian Art Magazine
- 1st place, Elle Canada 2017 writing competition

## BURRARD ARTS FOUNDATION

Communications Manager, 2021

Program Manager, 2018 - 2021

Gallery Coordinator, 2016 - 2018

- **Built and implemented communications strategy**
  - Planned and wrote website, blog, social media and email newsletter content
  - Wordpress, Adobe Illustrator, Canva
  - Grew Instagram following from 2K to 10K
- **Managed artist residency and gallery exhibition programs**
  - Onboarding and management, 4-8 artists annually
  - Installation, promotion, takedown, 6-10 exhibitions annually
- **Managed large-scale public art projects**
  - Façade Festival, Shepard Fairey mural
- **Managed \$275,000 annual budget**
  - Processed staff, artist and contractor payroll, rent and utilities payments, and donations up to \$75,000