

Michelle Gibeault Traub, MA, RDN

Woodbury, CT 06798

203-506-1024

Hi@MichelleTraub.com; <http://www.MichelleTraub.com>

PROFESSIONAL SUMMARY

Detail-oriented communications professional with over 15 years of experience, eager to utilize exceptional technical and creative skills including expertise in education, health care, and nonprofit initiatives.

Professional skills include:

- Website Management, E-mail Marketing, SEO, E-mail Newsletter Creation, Social Media
- Editing, Copywriting, Proofreading, Researching, Grant Writing
- HTML, CSS, E-mail Templates, Wordpress, Content Management, Image Editing, Adobe Creative Suite (PhotoShop, DreamWeaver), Microsoft Office Suite, Google Analytics

WORK EXPERIENCE

Freelance Writer / Communications Consultant - *www.WebHealthWriter.com* 1/08 – present

- Fulfill communications projects such as managing web content; creating e-mail newsletters; writing articles and reports; developing social media and PR campaigns, etc. for a variety of clients including *The Community Foundation for Greater New Haven, Universal Health Care Foundation of Connecticut, Saint Mary's Hospital, The American Legion Magazine*, and more.

Digital Marketing / New Media Coordinator - *Regional Hospice and Palliative Care* 3/16 – 1/17

- Managed website and social media accounts posting all creative and written content
- Conceived and composed pieces highlighting patients, volunteers and staff
- Compiled and analyzed web reports to inform and drive content plan
- Executed branding, advertising, and PR functions for the organization
- Photographed events and organizational activities

Health & Marketing Communications Manager - *Thompson Brands* 12/06 – 4/10

- Managed all marketing communications for nutrition supplement line leading to increased online sales of over 188% using low cost initiatives
- Initiated two website redesigns including writing all content and SEO elements
- Designed and developed monthly e-newsletter for over 25,000 subscribers
- Developed and managed e-commerce store tracking web stats and sales
- Represented the brand at health trade shows and via consumer correspondence

Adult Education Coordinator - *Hamden Adult Education* 10/04 – 3/08

- Wrote press releases and edited brochures for adult education programs
- Created and presented adult education classes on various nutrition topics

Senior Associate, Web Marketing - *Charter Oak State College* 10/05 – 12/06

- Initiated internet marketing activities for online college www.CharterOak.edu
- Wrote all web content utilizing SEO and PPC which helped to increase web visitors by 14% and online enrollment by 39%
- Assisted with overall brand development and print communications

Communications Manager - *Aetna Insurance, CCG* 5/05 – 10/05

- Provided project management on health benefit materials in print and online
- Wrote RFPs, initiated design and content development, proofread, and oversaw final distribution

Additional Work Experience

Nutrition Research Associate - <i>Yale-Griffin Prevention Research Center</i>	5/02 – 5/04
Interactive Auditor (Web Traffic Analyst) - <i>BPA International, Inc.</i>	11/01 – 8/03
Web Marketing Specialist - <i>Innovative Internet Marketing Solutions</i>	11/00 – 11/01
Associate Survey Programmer - <i>Greenfield Online</i>	5/00 – 10/00
Corporate Dietitian - <i>SUBWAY World Headquarters</i>	12/98 – 3/00
Nutrition Clinic Administrator / Outpatient Dietitian - <i>West Haven VA Hospital</i>	1/98 – 11/98
Dietetic Intern / Research Associate - <i>Hines VA Hospital</i>	9/96 – 5/97

EDUCATION

Continuing Education

Training in web development (HTML), Dreamweaver, MS Applications, Graphic Design 1/99 – present

The Graduate Institute (Bethany, CT)

MA in Experiential Health and Healing (36 credits) 10/10 – 7/12
GPA = 4.0

University of Illinois at Chicago

Graduate Studies in Nutrition and Research (8 credits) 9/96 – 5/97
GPA = 4.0

Keene State College (Keene, NH)

BS in Dietetics with a minor in Management (149 credits) 8/92 – 5/96
GPA = 3.96

AWARDS / HONORS / ACTIVITIES

- Volunteer with the Woman & Family Life Center, Animal Assisted Therapy Services, Dances with Wood, The Graduate Institute, and more
- Selected as a student speaker for The Graduate Institute's commencement ceremony (2012)
- Nominated for *Employee of the Month* for teamwork with other SUBWAY departments (1999)
- Given *KSC Outstanding Senior Service Award* (1996)
- Named to *Who's Who in American Colleges and Universities* (1996)
- Awarded *KSC Outstanding Freshman* (1993)

Please visit my website(s) for writing examples and client testimonials at:

<http://www.WebHealthWriter.com> and <http://www.MichelleTraub.com>