

# Michelle Parente

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Garden City, NY | (516) - 491 - 6106 | michelleparente2@gmail.com | [Website](#) | [LinkedIn](#)

## Editorial Experience

**Founder/Creator** | Mind Matters Blog | Sep. 2021 – Present

- Design and update WordPress website content and weekly newsletter
- Schedule and run five interviews with health specialists per month
- Write two-four mental health and wellness articles per month

**Staff Writer/Team Leader** | The Capital News Service | Jan. – May 2022

- Covered The Virginia General Assembly for noteworthy and timely bills
- Conducted interviews with legislators for assigned coverage area
- Led team on producing clean, concise and critical stories on deadline

**Staff Writer** | The Collegian UR | Oct. 2020 – May 2022

- Pitched creative and relevant story topics to lifestyle section editor
- Produced written articles for lifestyle and feature sections on tight deadline
- Followed AP style guidelines with precise attention to detail

**Editorial Intern** | Reflect & Refresh Digital Magazine | Feb. – Jun. 2021

- Conducted research related to emerging wellness trends
- Proposed and wrote 10-15 innovative wellness articles per month
- Edited co-worker's stories upon demand of chief editor

**Editorial Intern** | COED Media Group | Feb. – Jun. 2021

- Pitched and wrote five-10 entertainment and lifestyle stories per week
- Worked alongside editors on content ideas, calendar and coverage
- Applied SEO best practices and created articles through WordPress

**Style Consultant and Writer** | Project Retail | Oct. 2020 – Mar. 2021

- Explored retail world for newest fashion-forward angles and sourced trends
- Wrote affiliate fashion stories including sale and trend coverage
- Created visual and written revenue-driven content for weekly newsletter

## Social Media Marketing Experience

**Social Media Marketing Intern** | Platinum Media Agency | May – Dec. 2021

- Developed marketing strategy, brand partnerships and editorial plans
- Created wine and spirit content for brand social platforms and website
- Increased awareness through Instagram, Pinterest, TikTok and more

**Marketing Intern** | WYNDY | Nov. 2019 – Jan. 2020

- Created and ran WYNDY social media across platforms
- Worked on implementation of innovative marketing strategies
- Proactively pitched unique and researched advertising designs

## Education

**University of Richmond,**  
Richmond, VA — *Bachelor of  
Arts Journalism and Psychology*

August 2018 - May 2022

- Magna Cum Laude
- David E. Howard  
Journalism Scholarship  
Recipient
- Dean's List: Fall 2018-  
Spring 2022

## Skills

SEO

CMS

AP Style

Google Analytics

InDesign

Google Suite

Microsoft Office Suite

Adobe Acrobat

## Language

English - Fluent

Spanish - Conversational

Italian - Beginner