

Michelle Gibeault Traub, MA, RDN

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PROFESSIONAL SUMMARY

Multifaceted, highly organized professional with expertise in communications, health, education, research, and nonprofit initiatives. Skills include:

- Project Management, Policy & Procedure Development, Communications Strategy
- Marketing, Writing, Editing, Copywriting, Proofreading, Grant Writing, Research, Branding
- Website Management, Digital Marketing, SEO, E-mail Newsletters, Social Media Management
- HTML, CSS, Wordpress, Weebly, Content Management, Image Editing, Adobe Creative Suite (PhotoShop), Canva, Microsoft Office Suite, Google Analytics, Google Docs, Zoom, MailChimp

WORK EXPERIENCE

Freelance Writer / Communications Consultant / Health Coach / Author – Self-Employed

www.MichelleTraub.com, www.WebHealthWriter.com, www.HappyHealthyHer.com 1/08 – present

- Fulfill communications projects such as writing health articles; managing web content; creating e-mail newsletters; researching grant proposals; developing social media campaigns; analyzing web traffic; and more
- Offer compassionate coaching, empowerment courses, and books for women

Planning Specialist – Communications (promotion)

11/18 – 6/20

Web & Marketing Associate (30 Hrs.) – SNAP-ED, UConn Health

4/17 – 11/18

- Led the communications initiatives of the SNAP-Education program: wrote/edited grant proposals and reports, oversaw a \$25,000 marketing budget, and managed per diem staff
- Developed low-cost outreach strategies that increased web traffic by over 600%, while also consistently increasing social media and eNewsletter engagement month-to-month
- Executed online marketing such as PPC, Google Ads, and Facebook Advertising campaigns, and conducted daily/weekly/monthly web analysis to inform strategy and support grant reporting
- Wrote and designed monthly email newsletter and health blog, as well as, annual reports, infographics, brand style guide, and multiple policy/procedure documents

Digital Marketing / Media Manager (32 Hrs.) – Regional Hospice and Palliative Care 3/16 – 1/17

- Executed branding, rebranding, advertising, photography, and PR functions for the organization
- Managed website and social media accounts, posting all creative and written content daily
- Conceived and composed fundraising pieces highlighting patients, volunteers, and staff
- Compiled and analyzed web reports to inform and drive content plan
- Increased website traffic by over 20%, while also increasing social media engagement (by 64% for Facebook, 20% for Twitter, and 26% for LinkedIn)

Health & Marketing Communications Manager – Thompson Brands (Adora Calcium) 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
- Independently created 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

EDUCATION

Continuing Education

Training in Web Management, Graphic Design, MS Applications, Social Media, Grant Writing ongoing

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

SUCCESSES / AWARDS / HONORS / ACTIVITIES

- Consistently save clients and employers money through low-cost marketing initiatives and efficiency in project work, leading to increased engagement and exposure
- 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)
- Presented with the *KSC Outstanding Senior Service Award* (1996)
- Named to *Who's Who in American Colleges and Universities* (1996)
- Awarded *KSC Outstanding Freshman* (1993)
- Volunteer with the Woman & Family Life Center, Animal Assisted Therapy Services, Dances with Wood, The Graduate Institute, and other nonprofit agencies
- Designed, wrote, and self-published the book, *Online Dating for Sensitive Women*
- A Registered Dietitian, passionate about living a healthy lifestyle; including yoga, meditation, and hiking

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

www.MichelleTraub.com and www.WebHealthWriter.com