

# MICHAEL ADÉ CRAIG

I consider myself fortunate to be in the possession of a vivid imagination. In 2013, after spending nearly a decade soaking in life abroad, it was my imagination which led me back home.

Since my return, I have kept busy developing engaging content for various media platforms. When I'm not developing content for a leading manufacturer in pavement preservation products or fleshing out a new story for the screen, I am improving myself.

I believe leading by example is a trait of a true leader. There isn't a day that goes by where I do not challenge myself. Each and every day I endeavor to learn something new about myself and the world. Past hardships have taught me the strength of a person is measured by how far they are willing to dig within. I strive to grow as a person, a teammate, a family member and a friend. I've been told I smile too often. I love painting. I love feeling inspired. I love the power of storytelling when done right. I love when my words stir the imagination in others.

## TECHNICAL SKILLS

- Adobe Creative Suite/Microsoft Office
- Social Media Platforms/Google Analytics
- Web Development: Java, CSS, HTML, WP
- BigCommerce, CRM systems

## PERSONAL SKILLS

- Leader/Listener
- Attentive to detail/Discerning
- Creative/Imaginative

## CONTACT INFORMATION

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## WORK EXPERIENCE

### FREELANCE WRITER & DESIGNER | 2006-PRESENT

- Screen, content and copy writer for hire.
- Web development, flyer and business card design.

### CONTENT DEVELOPMENT WRITER | 2019- PRESENT

#### Crafco, Chandler, Arizona

- Develop compelling brand-building content for print and digital media.
- Create email nurturing campaigns to generate leads and increase sales.

### DIGITAL CONTENT WRITER | 2018 - 2019

#### Peoples Mortgage Company, Tempe, Arizona

- Developed engaging content for print and digital media platforms.
- Specialized in crafting relevant web content optimized for all devices.
- Designed email campaigns, flyers, co-branded profiles, program brochures and many other targeted digital marketing material.

### COPYWRITER | 2017-2018

#### Mt Baker Vapor, Mesa Arizona

- Copywriting for one of the largest e-cigarette manufacturers in the country- my days involved creating scientific-backed content educating lifelong smokers on the healthy advantages of making the switch to e-cigarettes (vaping).
- Stayed current on FDA regulation changes, new product, hardware releases and SEO best practices.
- Whether I was writing a new blog or crafting a response to an inaccurate journal study, I chose my words carefully and owned them.

### LEAD CONTENT WRITER | 2012-2013

#### Duducs, Ltd, Seoul South Korea

- The ability to communicate effectively in the Korean language provided me with the tools needed to create authentic scripts for those learning English as a second language.
- Rigorously researched in order generate captivating content for both digital and print media.
- Collaborated with professional voice actors and producers.

### WRITER | 2009-2015

#### Coaches Team International (CTI) Beijing, China, USA

- As the resident content writer, editor and translator of an international sports organization, I worked closely with Chinese and Korean athletes, edited promotional material and transcribed player interviews.
- Played a key role in the development and maintenance of the website.
- Crafted articles, blog posts, player bio pages and press releases.

## EDUCATION BACKGROUND

### ARIZONA STATE UNIVERSITY | 2001-2006

BACHELOR OF ARCHITECTURE AND DESIGN STUDIES

### KOREA UNIVERSITY OF FOREIGN STUDIES | 2010

INTERNATIONAL LAW AND HUMAN RIGHTS