

# Michelle Abling

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<https://seatedathisfeet.com/work-portfolio/>

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## Highlights

- 20+ years of marketing and branding experience as a professional SEO, content marketer, copywriter and editor for high-profile websites, print materials and interactive products
- Proven mastery of SEO techniques, evidenced by high natural/organic search rankings for quality keywords in Google and Bing search engines
- Exceptional written and verbal communications skills, with ability to write captivating copy for any type of audience, including B2B, B2C and internal clients
- Helped develop and market more than 50 internationally distributed products for two of the world's most-recognized companies: Microsoft and Nintendo
- Strong project management skills, including the ability to lead several projects simultaneously, handle multiple development areas, and partner successfully with key stakeholders at all levels of an organization, from specialists to VP's and directors
- Experience handling and enforcing brand standards for key intellectual properties, such as the Pokémon, Super Mario Bros. and Halo franchises
- Talent in all aspects of the creative process, from creative concepts and graphic design to dynamic and effective marketing copy
- Multiple Society for Technical Communication awards, including an Excellence award in the international STC competition
- Versed in a variety of software and systems—  
Graphics: Adobe CS;  
CMS: Drupal, WordPress and custom systems;  
Analytics: Adobe Analytics (Omniture SiteCatalyst), Crazy Egg, Google Analytics, Screaming Frog, SEMrush, SEO PowerSuite, Ubersuggest;  
Productivity: Basecamp, Google Workspace, Microsoft Office Suite, Trello
- Recognized on Internet Movie Database (IMDB.com) for select creative achievements, with credits listed as [Michelle Lomba](#) and [Michelle Powers](#)

## Professional Experience

### Rhema Creative

Phoenix, AZ Area



**Co-Founder/Co-Owner | 2020-Current**

- Plan content and write web copy and blog posts for RhemaCreative.com.
- Write copy and edit content for client websites, emails, newsletters and e-books.
- Conduct SEO research and perform competitive analyses for keyword and content opportunities using tools such as Ubersuggest, Screaming Frog and SEO PowerSuite.
- Meet with prospects and clients to evaluate needs and goals.
- Partner with co-founder to create proposals and SOWs.
- Assess prospects' existing websites to identify errors and opportunities.
- Plan site flow, navigation and organizational structure for new client websites.
- Edit and adapt graphics for RhemaCreative.com and client websites.

## **SeatedatHisFeet.com**

Online

### **Founder, Blogger | 2017-Current**

- Write blog content.
- Determine topics of interest and plan content.
- Plan and create content and graphics for social media posts and downloads.



## **Vacasa**

**(acquired Wyndham Vacation Rentals)**

Portland, OR

(worked remotely from Seattle, WA area)



### **Online Content Manager, Vacasa | 2019-2020**

- Partnered with Director of Digital Marketing, SEO specialists and copywriting team to successfully migrate WyndhamVacationRentals.com web content to Vacasa.com as part of the most intensive integration the company had ever undertaken, making Vacasa the largest full-service rental management company in North America.
- Transitioned WVR web content to Vacasa's website, including mapping redirects, assessing gaps, writing new content and adapting existing content to Vacasa's brand standards.
- Produced 4-5 landing pages per week on average, which included conducting keyword research, researching content, writing SEO copy, mapping vacation properties and building landing pages.

### **Online Content Manager, Wyndham Vacation Rentals | 2009-2019**

- Established brand voice for corporate-level marketing initiatives, including online and print collateral.
- Ranked on Page 1 in Google (among Top 5 organic search listings) for strategic high-traffic keywords to promote lodging for major events such as Sundance Film Festival, ESPN Winter X Games and PGA tournaments.
- Crafted engaging marketing copy for key vacation rental properties throughout 19+ beach, ski, golf and tennis resort destinations across the U.S.
- Created landing pages, including copy, coding and graphics, as part of marketing initiatives at the corporate and destination levels, utilizing SEO and UX best practices.
- Wrote nationally distributed press releases that were picked up by major online media outlets such as The Wall Street Journal, Reuters, MSN Money, MSNBC and Yahoo! Finance for an average of 18 million impressions per year.
- Wrote resort descriptions to be used by Orbitz, Priceline, Travelocity and Yahoo! Travel. Crafted engaging marketing copy that would stand out from competitors while adhering to agencies' content requirements, tight word-count restrictions and non-standard punctuation rules.
- Advised marketing managers on ways to increase email open rates and click-through rates by improving subject lines and email copy, as well as how to optimize the customer experience online and to streamline conversion funnels.
- Drafted corporate-level marketing communications to property owners to ensure clear messaging, minimize risk and promote positive business relationships.



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**Gaylord Entertainment**  
**(acquired ResortQuest)**  
Nashville, TN



**Web Content Specialist & Editor, GaylordHotels.com | 2007-2009**

- Partnered with VP of Brand Marketing, Director of Brand Marketing, Director of Websites, and online and email marketing managers to develop and launch a new website for the Gaylord Hotels brand.
- Defined the brand voice for web and print marketing materials and communicated brand vision to department heads across all Gaylord Hotels properties in the Nashville, Kissimmee/Orlando, Dallas/Ft. Worth and Washington, D.C. regions.
- Increased B2B RFP leads by as much as 900% across all properties within one month of site launch.
- Increased number of B2C online bookings by up to 163% across all properties within one month of site launch.
- Surpassed \$1,000,000 in weekly B2C online revenue for 16 consecutive weeks following site launch.
- Managed staff of three copywriters. Developed writing schedules, assigned projects, edited writing submissions and tracked progress toward milestones and goals.
- Developed training for PR Directors on how to write, adapt and optimize press releases for search.
- Improved brand marketing best practices based on psychographics research.

**Online Editor and Lead Copywriter, ResortQuest.com | 2005-2007**



- Defined the website's voice, while achieving Page 1 organic search rankings in Google, Yahoo! and MSN Search for targeted keywords.
  - Increased online B2C bookings by 109.4%, with an accompanying increase in online revenue of 90.8%.
  - Increased site visits by 232.7% and page views by 245% for same week year over year.
  - Improved online conversion by tightening the conversion funnel, streamlining UI flow and reducing the number of clicks needed to reach the purchasing stage.
  - Created new web pages, including layout and design, while staying within established brand guidelines. Chose, created and prepared images to enhance the site's messaging and complement its feel.
  - Developed successful banner ad messaging to complement larger marketing campaigns. Spearheaded efforts to create short runs of specific, targeted banner ads to capitalize on weather events and react to occupancy numbers in real time.
  - Improved email delivery rates by writing clean subject lines and body copy to avoid spam filters.
  - Managed, maintained and reported weekly analytics of online sales for company president, COO and regional general managers.
  - Wrote training, processes and best-practices documentation for the ResortQuest website. Organized and conducted training sessions with key members in the field.
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## Xbox / Microsoft Game Studios

Redmond, WA



### User Experience Lead/Creative Content Writer | 2001-2005

#### Writing/Editing/Marketing

- Wrote marketing copy, instruction manuals, dialogue scripts and user-interface (UI) text for all game genres, including action, adventure, role-playing, sports and racing games.
- Wrote, edited and approved all manner of marketing content, including web content, magazine articles, advertisements, strategy guides and bonus-content discs.
- Wrote voice scripts, auditioned talent and directed recording sessions.
- Developed and enforced style guides, glossaries and story bibles to ensure consistent brand tone and adherence to approved franchise guidelines.
- Wrote white papers to help determine franchise viability and guide marketing efforts.
- Projects included: *Dungeon Siege II*, *Halo 2*, *Jade Empire*, *NBA Inside Drive 2002-2004*, *NFL Fever 2003-2004*, *Project Gotham Racing 2*, *RalliSport Challenge 2*, *Sudeki*, Xbox Live Arcade (*Bejeweled*, *Hexic*, *Zuma*, *Ms. Pac-Man*, etc.) and XSN Sports initiative. View select credits on IMDB.com (as [Michelle Lomba](#)).

#### Project Management

- Worked directly with external entities such as NFL, NBA, Electronic Software Ratings Board (ESRB), Getty Images, talent agencies, voice talent and recording studios.
- Worked cooperatively with cross-functional team leads (product managers, programmers, software testers, artists, user-research engineers), internal departments (marketing, web production, print production, legal, localization, geopolitical) and third-party game developers (BioWare, Bizarre Creations, Bungie, Dice, FASA, Gas-Powered Games, etc.).
- Spearheaded improvements in technical review process for game manuals and formulated best practices for use throughout Microsoft Game Studios' User Experience group.

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## Nintendo of America

Redmond, WA



### Product Specialist | 1998-2001

#### Writing/Editing/Marketing

- Wrote marketing box copy for more than three dozen Nintendo 64 and Game Boy Color titles. Wrote and edited instruction manual content and in-game text.
- Created game footage and screenshots for TV commercials, magazine articles and ads.
- Directed voice recording sessions and selected voice clips to be used in games.
- Developed white papers to guide marketing efforts and advised advertising agencies on preferred concepts for the development of creative campaigns.
- Projects included *Banjo-Tooie*, *Command & Conquer*, *Donkey Kong 64*, *Excitebike 64*, *Mario Party* series, *Perfect Dark*, *Pokémon* series, *Ridge Racer 64*, *Super Mario Bros. Deluxe* and *Super Smash Bros.* View select credits on IMDB.com (as [Michelle Powers](#)).

#### Project Management

- Managed editorial and approval processes for press releases, instruction manuals, game boxes and strategy guides.
- Managed communications and efforts between internal departments (marketing, legal, print production, etc.), external game developers (Disney, Rare, Namco, Nintendo

- Software Technologies, Westwood, etc.) and Nintendo subsidiaries (Nintendo of Europe, Nintendo of Canada).
- Managed ESRB submissions and advised project leads to ensure compliance with ratings requirements.

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## HCIA (Healthcare Information Associates)

Baltimore, MD



**Editor | 1997-1998**

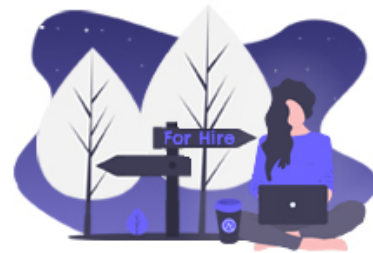
- Wrote, edited and researched articles for annual healthcare publications for multiple regions.

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## Select Freelance Projects

**Goble & Yow Attorneys, PLLC**, [GetGoble.com/family-law/](http://GetGoble.com/family-law/)

- Wrote optimized copy for family law landing pages for a legal firm specializing in serving military servicemen and women.



**The Couture Crush**, [TheCoutureCrush.com](http://TheCoutureCrush.com)

- Wrote optimized copy for launch of a new website for a women's fashion boutique.

**United Southern Bank**, [usbky.com](http://usbky.com)

- Wrote optimized copy for launch of a new website for a community bank.

**ResortQuest Vacation Rentals**, [View brochure](#)

- Wrote copy for 18 European countries represented by Interhome, to appear on the ResortQuest.com website.
- Wrote copy, edited and proofed ResortQuest's company-wide marketing brochure (approx. 112 pages).

**Clarksville Academy**, [View brochure](#)

- Wrote copy for 16-page marketing brochure for a private college-preparatory academy for grades Pre-K through 12.

**Michigan Association of Secondary School Principals**

- Copyedited MASSP's "Collaboration between the Principal and District Management" publication, a 58-page document providing guidance to principals and assistant principals on issues relating to their individual contracts with the school district.

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## Education

### Vanderbilt University

Nashville, TN

B.A. in Communications & Theatre



### Springfield High School

Springfield, TN

Valedictorian, Honors Program