

Michelle Gibeault Traub, R.D.

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PROFESSIONAL SUMMARY

A meticulous and creative communications professional with hands-on experience in writing, research, and web marketing. Technical skills include:

- * Editing, Copywriting, Proofreading
- * Web Marketing, SEO, E-mail Promotions, Newsletter Creation
- * Web Management (HTML, CSS, PhotoShop, Dreamweaver)
- * Web Analysis (Google Analytics, Web Trends)
- * Health Promotion, Product Representation, PR

WORK EXPERIENCE

Consulting Writer / Web Manager / Dietitian

Provide(d) writing, editing, and health promotion activities for the following employers/clients:

Adora Calcium (www.adoracalcium.com) [12/06 – present]

Manage all marketing communications and website management for Adora Calcium supplements including full website redesign, creation of all web content, researching and writing monthly www.WomensCircleofHealth.com e-newsletter, managing subscriber database, developing promotions, executing e-mail marketing campaigns, developing and managing e-commerce store, and tracking web stats and sales. Represent the “Adora” brand at health trade shows and through consumer correspondence.

- * *Saved the company over \$50,000 annually by eliminating the need for outside agencies, etc.*
- * *Increased Web sales by over 188% through low cost initiatives such as SEO, newsletter promotions, and consumer/blogger interaction.*
- * *Created marketing collateral and sales presentations that contributed to increased retail sales.*

WebHealthWriter.com (www.webhealthwriter.com) [1/08 – present]

Provide health articles and editing services for a variety of clients including The American Legion Magazine, IFX Medical, and HMA Associates.

Hamden Adult Education [10/04-3/08]

Wrote press releases and edited brochures for adult education program. Developed and presented adult education classes on various nutrition topics.

Charter Oak State College (www.charteroak.edu) [10/05 – 12/06]

Managed web marketing activities and site analysis for online college, including site redesign and rewriting all web content utilizing SEO. Assisted with brand development and print communications.

- * *Increased Web visits by 14% and increased online course enrollment by 39%.*

Aetna Insurance Customized Communications Group [5/05 – 10/05]

Provided project management for health benefit communications materials in print and on the web including writing RFPs, initiating design and content development, proofreading, and overseeing final distribution.

Yale-Griffin Prevention Research Center [5/02 – 2004]

Conducted dietary analysis of nutrition study data and trained staff members on nutrition software and data conversion techniques.

Interactive Auditor (Web Traffic Analyst) BPA International, Inc. [11/01 – 8/03 division sold]
Served as project manager for the monthly/quarterly Web site audits from log file analysis via SQL databases through to typesetting of reports in PageMaker. Wrote technical training manuals, maintained monthly budgets, and developed customer communication materials.

- * *Met all audit deadlines at 100% and passed the auditor examination with a grade of 98%.*

Web Marketing Specialist Innovative Internet Marketing Solutions (IIMS) [11/00 – 11/01]
Developed advanced web marketing program for web design firm. Managed web page submissions to all the major search engines and directories for over 100 clients.

- * *Achieved top Google placement for numerous Web clients.*

Associate Survey Programmer Greenfield Online [5/00 – 10/00]
Programmed and edited web-based surveys used in online market research.

Corporate Dietitian SUBWAY World Headquarters [12/98 – 3/00]
As the restaurant chain's first corporate dietitian, developed databases of nutrition information, wrote and distributed nutrition-related marketing materials, researched FDA regulations, and answered consumer phone calls, e-mails, and letters regarding nutrition information.

- * *Nominated for "Employee of the Month" for teamwork with other departments.*

Nutrition Clinic Administrator (Outpatient Dietitian) West Haven VA Hospital [1/98 – 11/98]
Provided outpatient nutrition counseling for hospital veterans on diabetes, lowering cholesterol, and weight management.

- * *Eliminated the need for an administrative assistant by handling all patient scheduling.*

EDUCATION

Continuing Education

Training in Web development (HTML), Dreamweaver, MS Word, Excel [1999-present]

University of Illinois at Chicago

Graduate Studies in Nutrition and Research (8 credits) [Sept 1996-May 1997]
Coursework in Research Methodology and Advanced Clinical Nutrition with GPA of 4.0.

Keene State College (Keene, NH)

BS in Dietetics with a minor in Management [1992-1996]

GPA = 3.96 (*Summa Cum Laude*)

Awards:

- * KSC Outstanding Senior Service Award [1996]
- * Named to Who's Who in American Colleges and Universities [1996]
- * KSC Outstanding Freshman [1993]

Please visit my online portfolio for writing and Web examples at:

<http://www.webhealthwriter.com/writingsamples.html>