

Michele D. Vidarte

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I'm a motivated, organized self-starter with a passion for clear, compelling communication. I bring both creativity and strategic thinking to every project and thrive in collaborative environments where attention to detail, strong relationships, and strategic storytelling drive results. Humor, creativity, and a strong work ethic are the foundation of how I create ideas, partnerships, and impact.

The Agency RE

Remote

Junior Copywriter, Present

- Create engaging articles for The Agency Journal, the company's online magazine that showcases The Agency as a luxury lifestyle brand.
- Work closely with Marketing and PR teams to strategically strengthen The Agency as a thought leader in the real estate industry through every piece of marketing content.
- Collaborate with agents, creative teams, and designers to create persuasive marketing materials, including (but not limited to) listing descriptions, listing presentations, property branding, agent branding, agent bios, etc.

Richardson Media Group

Remote

Content Specialist—Part-Time Contractor, Present

- Write and edit short-form, high-impact copy for paid media, social campaigns, and websites, focused on audience engagement and clarity in mind.
- Create emotionally driven headlines, social copy, and content briefs with SEO integration.
- Work across various verticals, including healthcare, finance, higher ed, adjusting brand voice as necessary.

Trampoline Advertising & Design Agency

Remote/Glens Falls, NY

Lead Copywriter & Content Strategist, Account Manager, 2022 - 2025

Copywriter & Engagement Coordinator, 2021 - 2022

- Concepted and executed digital-first copy across paid ads, websites, email campaigns, and social media.
- Managed all paid media campaigns via Meta Ads Manager, including audience targeting, copywriting, analytics, and pixel setup.
- Maintained content standards across client brands, ensuring editorial consistency and clarity.
- Led strategic planning and creative development for outbound content, growing reach, engagement, and click-throughs.
- Delivered action-oriented messaging for diverse clients in healthcare, tourism, outdoor adventure, education, nonprofits, and retail.

Lake George Land Conservancy

Bolton Landing, New York

Community Engagement and Events Manager, 2017 - 2021

- Developed internal and public-facing messaging, including press releases, policy statements, newsletters, and event communications.
- Managed all social platforms, driving traffic to event registration pages, website, and donation campaigns.
- Created and led multiple events and committees, including the NextGen Committee, launching the Conservancy's first-ever NextGen Summer Solstice event and annual trail race event.

EDUCATION

Fordham University, Bronx, NY—Bachelor of Arts

Major in Communication and Media Studies, Concentration in Journalism; Minor in Art History