

# 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