

# CONNIE MICHENER

Copy and design that is bold, friendly, accessible, and appealing to the demographic you seek now. By an inventor and a genius of old-school making-do.

## STORY

What fascinates people? Graphics you can't stop looking at. Copy you keep smiling about. The suggestion of possibilities. The impetus to action.

What you need is someone who can suss out what you need -- an intuitive thinker. Someone thoughtful and analytical, yet with a voice that's affable, scrappy, smart, and distinctive, with clarity, precision, meaning, and focus. Someone who's composed, articulate, empowering, innovative, perseverant, adaptive. Someone with a mix of deliberate determination and acceptance of reality, with an approach that's genuinely curious: As good at asking questions as answering them. Someone with good grammar and a vocabulary to rival anyone's you know.

Three years' promotion, marketing, and package writing: The Conversations Network, Springer Science + Business Media.

Six years' technical writing: Dow Jones Telerate, National Park Service, E. I. du Pont de Nemours, More Aqua Incorporated, Web Presence, Sonicon, Cyberdial.

Five years' design and architecture: Gund Partnership, Bergmeyer Associates, Studio of Art and Architecture.

I am thoroughly versed in the anatomy of persuasion and I want to engage the process of making things up for you. I'm enthralled by the possibilities of media today. I'm a devotee of gamification.

Open when it is time to brainstorm, decisive yet flexible when it's time to campaign. Deeply-read, a constant seeker of the new, part storyteller, part connection-maker, with knowledge widely distributed across many areas. Someone who wants to get things done.

## TAGS

- Copywriting
- I'net Marketing
- Keyword SEO
- Concepting
- Ideation
- Illustrator
- Photoshop
- InDesign
- Layout Design
- Brand Design
- Hand Sketch
- Photography
- Model Building

In this tumultuous media game ...  
...wild cards capture interest, play high and low values, and win.

Lover of new tech, tracking trends at IT Conversations:



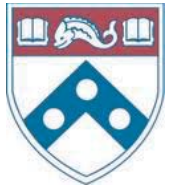
conversationsnetwork.org/  
staff/52733.html

call me

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## EDUCATION



MASTER  
of DESIGN  
U PENNSYLVANIA

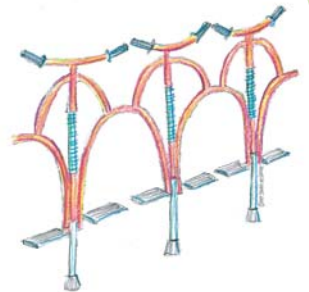


BACHELOR  
of ENGLISH  
U DELAWARE

Anatomy of  
Persuasion



## INVENTION



My thinky-tank  
and looky-post:  
@CONZATORIUM

## Fitness Delight Conversion

In the internet space,  
we're building mini-  
media within media. It's  
a balancing act. That's  
one reason to go with a  
broad range of tools.  
Let's do them all, offer-  
ing the open option to

**BUY NOW!**

HATCH  
MERIT