

# MICHELE SIUDA JACQUES

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## COMMUNICATIONS SPECIALIST

An accomplished editor and social media coordinator with extensive experience in digital and print journalism, I bring clarity and consistency to varied and complex writing. I know the value of communication and presentation. I am a team player and project manager who utilizes the talents of those around me. I am a hard-working multitasker who loves a challenge and learns quickly. I love words and their power. I can make your best work better.

## CORE COMPETENCIES

- **Detail-oriented editing**
- **Efficient, thrives on deadline**
- **SEO expert**
- **Omniture, Hootsuite, Chartbeat analytics**
- **Google and Twitter analytics**
- **Facebook**
- **Twitter**
- **Instagram**
- **Wordpress**
- **AP Stylebook**
- **Springer**
- **ScholarOne Manuscript**
- **Microsoft Office**
- **Adobe Photoshop**
- **Newsgate, CCI and Presto**

## EXPERIENCE

2017-Present

### **KAPPAN MAGAZINE**

*Digital media manager*

Freelance

- Participate in editorial planning and discussions.
- Edit Kappan magazine and some of its bloggers.
- Initiate and manage social media strategy and promotion of PDK assets.
- Develop baseline profile of kappanonline.org plus PDK and Kappan Facebook and Twitter presence and monitor analytic tools to track these assets with a goal of improving traffic and engagement.
- Responsible for expanding the reach and impact of Kappan and PDK social media.

### **DETROIT FREE PRESS**

2007-December 2016 *Web copy editor*

Detroit, MI

- Helped produce a newsy Web site that draws in 3 million viewers a day on average.
- Edited staff and wire copy for the award-winning freep.com with the aim of giving readers clear and concise news with appealing presentation.
- Used video and photos to tell stories in a more complete way.
- Optimized content and headlines for search engines.
- Took dictation and helped reporters and photographers improve their work.
- Mentored interns.
- Aggregated and wrote stories for digital presentation.
- Consulted throughout the newsroom for my news judgment and expertise on grammar and style.
- Used Twitter, Facebook and other social media to promote freep.com.
- Won a 2013 Gannett First Quarter Excellence award for Short Form Writing/Voice as part of the team that produced the live blog for the Kwame Kilpatrick federal public corruption trial.

2010-Present

### **PEDIATRIC RADIOLOGY JOURNAL**

*Copy editor*

Ann Arbor, MI

- Edit an international medical journal for a varied audience.

- Collaborate with radiology specialists, including those whose second language is English, to improve their writing and reporting.
  - Proficient with ScholarOne Manuscript.
- 2010-Present      **FREELANCE EDITOR**
- Edit novels for self-publishing authors with special emphasis on maintaining the writer’s voice.
  - Work with writers to organize their thoughts, develop their characters and follow through on plot.
- 2010-2011      **GREENHAVEN PRESS/GALE CENGAGE LEARNING**  
*Writer*
- Researched and wrote for the At Issue Teen series.
- 2001-2007      **DETROIT FREE PRESS**  
*Head copy editor*      Detroit, MI
- Edited stories and wrote headlines and captions for staff and wire copy for features and business desks.
  - Collaborated with editors, photographers and reporters to produce daily and weekly Life, Travel and Entertainment sections and special sections, including the summer movie preview and Book Shelf.
  - Mentored copy editing interns, including an intern and co-intern of the year.
  - Designed and paginated inside features pages.
  - Wrote children’s book reviews.
- 1999-2001      **DETROIT FREE PRESS**  
*Metro night slot*      Detroit, MI
- Supervised the production of the metro news section by working with news, design, copy and photography desks.
  - Guided and supervised night reporters.
  - Handled all late news, including assigning and updating stories.
  - Compiled a budget for the metro desk and presented the day’s best stories at the news meeting.
- 1994-1999      **DETROIT FREE PRESS**  
*Copy editor*      Detroit, MI
- Edited stories and wrote headlines and captions for wire and staff copy for news and features desks.
  - Collaborated with editors, designers and reporters on stories and presentation.
  - Edited the “Detroit Almanac” and special projects, including “Summer Dreams.”
  - Mentored copy editing interns.
- 1992-1993      **THE OAKLAND PRESS**  
*Copy editor*      Pontiac, MI
- Edited stories and wrote headlines and captions for wire and staff copy.
  - Compiled wire budgets daily and recommended state, national and international stories.
  - Responsible for the daily editorial page and Sunday Insight section; initiated pagination of these pages.
  - Trained other copy editors.
  - Advanced to permanent position while a college junior after an internship at the Oakland Press.
  - Selected for layout and editing of World Cup soccer and Excellence in Education special sections.
- May-August 1993      **LOS ANGELES TIMES**  
*Copy editor*      Los Angeles, CA.
- Critiqued national and international freelance manuscripts.
  - Chosen nationally for a position on the features, entertainment and travel desks where I edited and wrote headlines for staff and wire copy.
- March-Sept. 1992      **MICHIGAN STATE UNIVERSITY PRESS**  
*Research assistant*      East Lansing, MI

- Edited scholarly publishing from manuscript to bound book.

1990-1992

**MICHIGAN STATE UNIVERSITY**

***Copy chief***

East Lansing, MI

- Responsible for final editing, headline approval and judgment calls on an award-winning daily college newspaper where I trained and supervised a desk of 10 copy editors.

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**EDUCATION**

**MICHIGAN STATE UNIVERSITY**

East Lansing, MI

- Bachelor of Arts in English
- Bachelor of Arts in Journalism
- MSU Overseas Study: University of London