

# Miranda Hale

Copywriter/Journalist/Storyteller/Content Strategist

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🌐 [portfolio.mirandachale.co/](https://portfolio.mirandachale.co/)  
🌐 [about.me/miranda\\_hale](https://about.me/miranda_hale)

## Summary

Hi, I'm Miranda. I'm a Seattle-based copywriter/journalist/storyteller/content strategist and former English professor who is actively looking for full-time and/or freelance opportunities in the fields of copywriting, journalism, content strategy, content marketing, and/or editing.

I have written for various publications, websites, agencies, and clients, have extensive copywriting (including SEO-optimized copywriting and persuasive marketing copy) and copy editing experience, and have crafted and put into place effective and innovative content and communication marketing strategies for brands, businesses, and individuals.

As an English professor, I taught persuasive writing, and, now, in addition to offering freelance writing and editing services, I also use my experience with & knowledge of thoughtful and effective means of persuasion to help clients with their inbound marketing/content marketing needs, to develop sustainable and successful content strategies and communications strategies for individuals and businesses, and to bring to life authentic and effective brand storytelling and brand marketing strategies for clients.

I have an M.A. in English Language and Literature, a Certificate in Teaching College Writing, and a Certificate in Editing, among other relevant professional certifications, all of which are listed on [my LinkedIn profile](#).

My writing portfolio and selected examples of my published work are available at [portfolio.mirandachale.co](https://portfolio.mirandachale.co/).

Please contact me anytime if you're interested in my freelancing services, if you have a job opportunity to share, or just to connect. I'd love to hear from you. Also, please feel free to [connect with me on LinkedIn](#).

Thanks!

## Experience

### Writer/Copywriter/Editor/Journalist/Content Strategist

Sep 2001 - Present

#### [Freelance](#)

I have written for various publications, websites, agencies, and clients since 2001 (articles, essays, reports, blog posts, marketing copy, white papers, business writing, finance writing, content writing, reviews, news writing, travel writing, interviews, academic writing, editorial writing, etc.) and have extensive copywriting (including SEO-optimized copywriting and persuasive marketing copy), editing, copy editing, and proofreading experience.

My writing portfolio and selected examples of my published work are available at [portfolio.mirandachale.co](https://portfolio.mirandachale.co/).

### Adjunct English Professor

Jan 2004 - Jun 2015

#### [North Idaho College](#)

I taught composition/rhetoric courses to undergraduate students both in the classroom and online, using Blackboard, ANGEL, and Vista online teaching interfaces. As a result of my online teaching experience, I am familiar with a variety of educational technology tools and resources. During my time as an instructor, I also worked as a faculty advisor/tutor/mentor in the campus Writing Center.

Professional Certifications/Professional Development:

- Received Certificate of Completion for Blackboard LMS Training on April 4, 2012.
- Received Certificate of Completion for Designing with Vista and Teaching with Vista on March 16, 2006.

## Education

### Master's Degree, English Language and Literature

#### [Eastern Washington University](#)

- M.A. Thesis: *"A Woman Like That Is Not a Woman, Quite": Reclamation of Power for the Private Self in the Poetry of Anne Sexton*
- Also earned a Certificate in Teaching College Writing.

### Bachelor's Degree, English Language and Literature

#### [University of Washington](#)

- University of Washington's Quarterly Dean's List for four quarters.

- University of Washington Annual Dean's List High-Scholarship Award.

## Selected Certifications

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### Poynter ACES Certificate in Editing

Apr 2015 - Present

[The Poynter Institute](#)

- [Professional editing certificate](#) offered by [The Poynter Institute's NewsU](#) in conjunction with the [American Copy Editors Society](#).

### High-Impact Business Writing

Jul 2015 - Present

[The University of California, Irvine on Coursera](#)

- [Coursera Verified Certificate](#)
- [License #W7FEVMATTNFF](#)

### Certificate of Completion: Blackboard Learning Management System Training

Apr 2012 - Present

[Blackboard via North Idaho College](#)

- [Certificate of Completion in Blackboard LMS training](#), granted via North Idaho College.

### Teaching College Writing

Jun 2003 - Present

[Eastern Washington University](#)

- Certificate in Teaching College Writing, earned while completing my M.A.

### Advanced SEO: Tactics and Strategy

Apr 2015 - Present

[Udemy](#)

- [License #UC-CFLWNMKU](#)

### Financial Literacy: Reading Financial Reports

Jun 2015 - Present

[Lynda.com](#)

- [License #F39023](#)

### Writing Press Releases

Jun 2015 - Present

[Lynda.com](#)

- [License #280B1B](#)

### Writing Business Reports

May 2015 - Present

[Lynda.com](#)

- [License #8D0D9E](#)

## Selected Specialties and Skills

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Writing, Copywriting, Journalism, Article Writing, Editing, Copy Editing, Proofreading, Content Strategy, Brand Storytelling, Brand Strategy, Content Marketing, Inbound Marketing, Persuasion, Marketing Communications, SEO, SEM, AP Style, Business Writing, White Papers, Blogging, Creative Writing, Research, E-learning, Teaching, Rhetoric.

## LinkedIn Profile

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<https://www.linkedin.com/in/mirandacelestehale>