

Michael Franco

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Portfolio: copywritermike.com

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62 Bartlett Street
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Contributing Editor ■ Gizmag, Australia (February 2016-Present)

Source and write stories primarily focused on science and technology. Edit and fact check the contributions of a team of writers to ensure good flow, adherence to style guide and accuracy. Submit proposals for stories to be executed by writers based on breaking news. Work with writers to execute long-form features.

Writer ■ CNET, USA (February 2014-February 2016)

Contribute daily stories from the realms of science, medicine, technology and geek culture to CNET's Crave blog. Conduct interviews with scientists and researchers and distill complex jargon into everyday language to fit with the hip and slightly irreverent tone of the site.

Marketing Communications Manager ■ Lime & Tonic, Prague (Oct 2011-May 2012)

Wrote and edited copy for online specials, global blogs and e-newsletters for Lime & Tonic, a luxury dining, adventure and travel curator. Developed worldwide editorial guidelines and standards. Created press releases to communicate and promote corporate vision.

Regular Contributor ■ Discovery Networks, USA (April 2008-Oct 2011)

Proposed and wrote feature stories and short-form content for Discovery Channel Magazine after conducting extensive research and interviews. Articles were published on HowStuffWorks.com, TLC.com and Discovery Health.

Editorial Director ■ Novus Media Solutions, Singapore (Feb 2010 – Jan 2011)

Oversaw all content operations of a boutique media company. Used high-quality print, web and EDM content to help clients promote their brands. Managed art directors and helped shape graphic executions. Served as editor-in-chief of Telescope, a monthly lifestyle, technology and TV publication.

Managing Editor ■ Asia City Media Group, Singapore (Feb 2009—Jan 2010)

Helmed I-S Magazine, Singapore's largest dining, arts, entertainment and nightlife weekly. Served as editor-in-chief of *Where*, a global travel magazine. Wrote content, planned editorial calendars, assigned stories and edited copy. Wrote marketing briefs, planned custom magazine launches and pitched clients as creative director of in-house advertising agency.

Creative Director/Copywriter ■ Reader's Digest, USA (June 1996—April 2001)

Wrote and provided creative direction for product brochures, sales letters and direct mail packages across music, book, and video divisions. Verticals included health, travel and lifestyle.

Owner/Writer ■ Clear Cut Creative, USA (May 2001-Present)

Provide editorial and advertising content for a broad-range of clients. Includes blog posts, breaking news coverage, feature articles, newsletters, email efforts, direct mail packages, brochures and more.

Partial Client List ■ Areas of Proficiency

Technology (CNET); **Science** (Discovery Channel/Gizmag); **Travel** (Islands Magazine); **Nature** (PBS); **General Knowledge** (howstuffworks.com, Mental Floss); **Health/Fitness** (Discovery Health); **Lifestyle** (Time Out Singapore); **Home Improvement** (Angie's List); **Hotels and Inns** (i-escape.com, about.com); **Food and Wine** (I-S Magazine)

Education

Master of Arts in Creative Writing, Cum Laude

Manhattanville College/2000

Bachelor of Arts in English, Cum Laude

Ithaca College/1990
