

# Michelle Friedline

215 NE 6<sup>th</sup> Street | Gainesville FL 32601  
727.512.4749 | michellemedia@gmail.com

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## **Summary of Qualifications**

- Experienced technical editor and writer of scientific, medical and technical material
- Master's degrees in communications and entrepreneurship and an M.F.A. in documentary film
- Thorough researcher and organized planner
- Experienced manager of projects and people
- Proficient in Adobe CC, MSOffice, Wordpress, Google Applications and Social Media

## **TECHNICAL WRITING and DATABASE EXPERIENCE**

**Technical Copy Editor** | UF Innovate|Tech Licensing; Gainesville, FL 1/17 – 1/19

**Database Consultant** | Professionals for Nonprofits; New York, NY; 4/09 – 7/10

**Training Copywriter** | UF Dept. of Continuing Education; Gainesville, FL; 3/07 – 8/07

**Database Administrator** | Eckerd Youth Alternatives; Clearwater, FL; 4/02 – 2/03

**Development Assistant/Office Manager** | SPCA Tampa Bay; Largo, FL; 1/01 – 4/02

### Technical Editing

- Edited descriptions of faculty tech inventions for a business audience;
- Researched technologies, science concepts and industry trends to target specific market segments;
- Coordinated workflow to write and publish more than 200 tech descriptions between six technology manager portfolios;
- Wrote/edited content for social media campaigns on Twitter, Facebook, LinkedIn and Instagram;
- Managed staff of 15 to assist in writing and marketing of technologies.

### Writing and Training

- Wrote user manuals and best practices to document a database developed in-house used to track courses, enroll students and manage payments;
- Wrote user manuals and trained staff on best practices for data entry, management, and reporting within Raiser's Edge development fundraising software;
- Organized training schedule and conducted small group database learning sessions.

### Data Management

- Devised and managed project to standardize data entry and exporting criteria, cleanup current data and identify new coding structure to group constituents;
- Developed efficient policies and procedures for rapid income handling and record keeping for a new development team shifting from endowment dependence to individual giving;
- Initiated a system to identify and manage solicitor actions and code donor prospects;
- Created custom reports detailing volunteer solicitor progress, event income and constituent trends
- Coordinated direct mail and online appeals, acknowledgments and other communications and tracked responses;
- Supported staff and volunteer committees with event coordination and production, donor development, annual giving and planned giving;
- Recruited, trained and managed group of volunteers to help with data input and maintenance.

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## **MEDIA EXPERIENCE**

**Digital Media Producer** | University of Florida, P.K. Yonge DRS; Gainesville, FL; 9/12 – 1/17

**Publicity Coordinator** | Maysles Institute; New York, NY; (intern) 9/08 – 2/09

**Radio Talk Show Producer** | *Criminal Justice Forum*; Clearwater, FL; 11/03 – 11/06

- Produce strategic videos in a documentary style telling stories emphasizing research based applications in STEM and literacy education reform for use in marketing, outreach and fundraising;
- Research, conceptualize, coordinate, interview and edit all videos;
- Create video and other multimedia course content for U-FUTuRES, an online Science Teacher Certificate Program,
- Prepared video previews of upcoming monthly film series;
- Prepared and distributed calendars and press releases of cinema schedule;
- Researched content for weekly talk radio show promoting Constitutional rights and emphasizing social, political and economic justice, and legal advocacy in the criminal justice system;
- Maintained website and advocacy emailing lists;
- Wrote weekly newsletters;
- Designed brochures and print advertisements.

See this YouTube playlist for work samples [https://www.youtube.com/playlist?list=PL62lwHyCET\\_Qxe0EKZ3VNRyTZkiIlubtt](https://www.youtube.com/playlist?list=PL62lwHyCET_Qxe0EKZ3VNRyTZkiIlubtt)

## **TEACHING**

**Adjunct Professor** | Dept. of Telecommunication, University of Florida; 9/12 – 5/15

**Adjunct Professor** | Dept. of Communication, University of Tampa; 8/11 – 8-12

**Teaching Assistant** | Documentary Film Program, Wake Forest University; 8/10 – 6/11

- Taught media and communications courses to undergraduate and graduate students, including advanced writing and planning for digital media, documentary history, world cinema history, communications foundations, and both basic and advanced production courses

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## **COMPUTER/TECHNICAL SKILLS**

Adobe Creative Suite  
Final Cut Studio  
Microsoft Office  
Raiser's Edge  
Wordpress

CMS, CRM, Slack, Trello  
Google Docs, Analytics and YouTube  
Course Management Systems  
Mac and Windows

Color Correction  
DSLR and HD videography  
Still photography  
Field and Studio lighting  
Compression/Decompression Standards  
Digital and Tape-based media ingestion

On-Location Sound recording  
Production management  
Editing room and Post-production management  
Production/Post-production workflows  
DVD authoring

## **EDUCATION**

M.S. in Entrepreneurship Candidate; University of Florida; 2018  
M.F.A. in Documentary Film; Wake Forest University; May 2011  
M.A. in Mass Communication; University of Florida; May 2008  
Private Pilot – Airplane Airman Certificate; February 1998  
Certificate in English Language Teaching; International House, Portland OR; January 1999  
B.S. in Communications Media; Indiana University of Pennsylvania; August 1993

## **VOLUNTEER EXPERIENCE AND UNIVERSITY SERVICE**

- Springs Scientific Data Collector | Florida Springs Institute; 2018 to present
- Small Business Consultant/Coach | Gainesville Entrepreneurship & Adversity Program; 2017 to present
- Publicity Coordinator | UF Association of Academic Women; 2016
- Juror | Carole Fielding Student Grants UFVA; 2013 and 2014
- Juror | TIGLFF; Tampa FL; 2012
- Planning Committee and Jury | Independents' Film Festival, Tampa FL; 2012
- Judge | Campus MovieFest; University of Tampa; 2012
- Music Librarian | WMNF community radio; Tampa, FL; 2011-12
- Social Activities Advocate | iCan House; Winston Salem, NC; 2010-11
- Publicity Coordinator | Maysles Institute; New York, NY; 2008-09
- Service Advocate | Home Van; Gainesville, FL; 2007-08
- Sea Turtle Rescue and Recovery | Florida Fish and Wildlife Research Institute; St. Petersburg, FL; 2002-04
- Board of Directors | Nathan B Stubblefield Foundation; Tampa, FL; 2002-06
- Animal Caretaker | Clearwater Marine Aquarium; Clearwater, FL; 2001-06
- Disaster Animal Recovery Team | Pinellas County, FL 2001-2004