

ML BALL

Poughkeepsie, NY | 917.648.5680 | mlball23@hotmail.com

WRITER | EDITOR | CONTENT CREATOR | DIGITAL MARKETER

Exceptional writer, editor, and content specialist with 20+ years of experience. Creator of copy that's engaging, persuasive, and smart. Adept at transforming complex topics into easily accessible prose. Known for wide-ranging subject matter expertise, and reliably operating within budgets and production timelines. Creative and collaborative thinker who takes marketing campaigns from concept to execution. Passionate storyteller appreciated for conversational and witty style and an innate ability to connect with readers.

KEY COMPETENCES

Copywriting | Copy Editing | Web Content | Blogs | Feature Articles | Ghost Writing | Social Media | Advertising
Content Strategy | Multi-Platform Marketing | Brand Strategy | Newsletters
Annual Reports | Creative Development | Proofreading

EXPERIENCE

MILLBROOK MAGAZINE, Millbrook, NY 2022 – Present

Contributing Writer

- Pitch and write articles on a wide array of subjects. Topics have included: food insecurity, dairy farmers' struggle to survive, horses teaching executives how to become better leaders, ways to slow climate change, a Broadway love story, and the Dutchess County king of junkyards.

HUDSON VALLEY VIEWFINDER (*online magazine for [Scenic Hudson.org](http://ScenicHudson.org)*), Poughkeepsie, NY 2022 – Present

Contributing Writer

- Pitch and write articles on the environment, climate solutions, land and water conservation, and plant and animal life, including features on the Hudson Valley's two zoos, the history of decorative gourds, and the world's first honeybee vaccine.

SAMUEL J. BERAN, MD, Harrison, NY 2015 – Present

Ghost Blogger, Web Content Writer, Social Media

- Research and write weekly blogs for plastic surgeon, from how to look 10 years younger in 10 minutes and whether breast implants are for you to post-surgery recovery tips and getting your body back after kids.
- Wrote website and perform continuous updates and revisions.

SIMON ASSOCIATES MANAGEMENT CONSULTANTS, Yorktown Heights, NY 2004 – Present

Copywriter, Copy Editor, Social Media Marketer

- Research and author original blogs, edit client's blogs, develop and execute creative marketing campaigns to promote client's three books using email, social media, and newsletters.
- Write, manage, and update content for two websites.
- Vigorously pursue business development in client's focus areas of culture change, corporate anthropology, and Blue Ocean Strategy, reflecting the client's brand message and voice.

ORGANIC HUDSON VALLEY MAGAZINE, Billings, NY 2016 – 2020

Contributing Writer

- Crafted entertaining and compelling articles on local farmers, chefs, artists, nonprofits & small business owners.

WESTCHESTER HEALTH, Katonah, NY 2015 – 2020

Ghost Blogger

- Researched and penned highly informative, engaging blogs for pediatricians, orthopedists, neurologists, and a host of other medical specialists, in a tone that was in-the-know but easily accessible and folksy.
- Wrote two websites, strategized and executed a robust social media presence for physicians' practices.

SAATCHI & SAATCHI, New York, NY 1998 – 2001

Senior VP Copywriter

- Developed and executed highly successful ad campaigns for TV/print/radio/outdoor/direct mail

FREELANCE WRITING

Key clients: Showtime, McDonald's, Wachovia Bank, PGA Tour, Clinique, Hanes Underwear, AT&T, Clearasil, Bronx Zoo, Wrangler, Wachovia Bank, NYU Courant Institute of Mathematical Sciences, Good Seasons, Grace Episcopal Church, Episcopal Relief and Development, Crystal Run Healthcare, Bermuda Tourism, Rombout Foxhounds.

EDUCATION

SOTHEBY'S, London, England

History of Western Art, 19th-20th Century Decorative Arts

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL, Chapel Hill, NC

Bachelor of Arts, English Literature and Psychology

THE EXPERIMENT IN INTERNATIONAL LIVING, Oxford, England

Undergraduate Semester in British Culture Immersion

PROFICIENCIES

WordPress, Microsoft Office, Microsoft Excel, ChatGBT, Canva, HubSpot, Trello, Libsyn, Buffer, Otter.ai, Podsqueeze, LinkedIn, Facebook, X/Twitter and Instagram

PASSION

Competitive equestrian