

ML BALL

WRITER | EDITOR | CONTENT CREATOR | PROJECT MANAGER

Poughkeepsie, NY | 917.648.5680 | mlball23@hotmail.com | www.mlballcopy.com

Exceptional writer, editor, content specialist and project manager. I produce communications that are engaging, persuasive and smart. I excel at transforming complex topics into easily understandable messaging that connects with audiences. I'm a collaborative thinker who takes marketing campaigns from concept to execution, on budget and on time. I'm also an accomplished project manager, leading complex initiatives while keeping teams focused and on task.

KEY COMPETENCIES

Copywriting | Copy Editing | Web Content | Project Management | Blogs | Social Media | Advertising
Content Strategy | Multi-Platform Marketing | Newsletters | Annual Reports | Creative Development | Proofreading

EXPERIENCE

MAGNUM SOLUTIONS, *Montclair, NJ*

2024–Present

Project Manager

Manage and oversee complex strategic initiatives; lead a team of graphic designers, ensuring work is accomplished accurately and on time; proofread copy prior to submission to client; deliver a smooth task completion process

DUTCHESS MAGAZINE, *Millbrook, NY*

2022–Present

Contributing Writer

Pitch and write articles on a wide array of subjects, including food insecurity, horse-assisted executive education, climate change, Hudson Valley performing arts, local farmers, homes and gardens, small businesses, dining scene

HUDSON VALLEY VIEWFINDER ([Scenic Hudson.org](https://www.scenic Hudson.org) online magazine), *Poughkeepsie, NY*

2022–Present

Contributing Writer

Pitch and write articles on the environment, climate solutions and land/water conservation, including the Hudson Valley's two zoos, the ancient history of decorative gourds and the world's first honeybee vaccine

SAMUEL J. BERAN, MD, *Harrison, NY*

2015–2024

Ghost Blogger, Web Content Writer, Social Media

Wrote website content and researched and wrote weekly blogs for Westchester County plastic surgeon

SIMON ASSOCIATES MANAGEMENT CONSULTANTS, *Yorktown Heights, NY*

2004–2024

Copywriter, Copy Editor, Social Media Marketer

Researched and wrote blogs reflecting the client's brand message and voice; edited client's blogs; executed marketing campaigns for three books using email, social media and newsletters; wrote content for two websites

ORGANIC HUDSON VALLEY MAGAZINE, *Billings, NY*

2016–2020

Contributing Writer

Pitched and wrote feature articles on local farmers, chefs, artists, non-profits and small business owners

WESTCHESTER HEALTH, *Katonah, NY*

2015–2020

Ghost Blogger, Web Content Writer

Researched and wrote blogs for physicians in a wide range of medical specialties; wrote content for two websites

ADVERTISING COPYWRITER, STAFF AND FREELANCE

Senior VP Copywriter

Developed and executed TV/print/radio/outdoor/direct mail campaigns for Showtime, McDonald's, Wachovia Bank, PGA Tour, Clinique, Hanes Underwear, AT&T, Clearasil, Bronx Zoo, Wrangler, NYU Courant Institute of Mathematical Sciences, Episcopal Relief and Development, Crystal Run Healthcare

EDUCATION

SOTHEBY'S, *London, England*

Post-graduate two-course intensive: History of Western Art and 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 Word, Microsoft Office, Microsoft Excel, Mailchimp, Monday.com, Dropbox, ChatGPT, Canva, HubSpot, Trello, Libsyn, Otter.ai, Podsqueeze, LinkedIn, Facebook, X, Instagram