Michelle Farley

Freelance Copywriter and Brand Storyteller

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SUMMARY

Copywriter with 17+ years writing website, e-commerce, direct response, email, and video script copy for consumer brands, regulated industries, and mission-driven organizations. I'm also a screenwriter and director, so I write like I'm building a scene: find what the audience wants, then write toward the moment they act. Comfortable inside tight compliance rules, fast agency timelines, and embedded team roles, including part-time and leave coverage.

SKILLS

- **Copy:** website and landing pages, e-commerce product descriptions, paid social and display, email and SMS, video and commercial scripts (:15, :30, YouTube), press releases, long-form explainers
- **Strategy:** brand voice and messaging frameworks, audience segmentation, A/B test concepts, SEO-informed writing, digital fundraising campaigns
- **Regulated copy:** Medicare, life insurance, healthcare, and pharmaceutical compliance; approved disclaimers and claim review
- **Tools:** Asana, Canva, Google Workspace, Microsoft 365, WordPress, email platforms, AI-assisted research and editing

EXPERIENCE

Copywriter (Freelance), Apply Digital *February 2026 to Present*

- Write multi-channel campaigns for SelectQuote's Medicare Advantage and life insurance lines across paid social, display, programmatic, email, and SMS
- Built segment-specific messaging for 10 Medicare AEP audiences and 7 life insurance life-stage audiences (new parents, homeowners, newlyweds, and more)
- Write YouTube conversion scripts and assembled the client-facing script deck for a full-funnel video test
- Review copy against carrier compliance guidelines so assets clear approval on the first pass

Communications and Digital Fundraising Manager, Alliance for the Great Lakes *January 2021 to Present*

- Run the full annual digital fundraising calendar, including Giving Tuesday, year-end, spring, and summer appeals
- Helped launch the organization's first Great Lakes Giving Day
- Write and produce email and SMS campaigns, the monthly e-newsletter, donor stories, and video content

Freelance Copywriter, Michelle Farley Writes *2008 to Present*

- Website, brand voice, and e-commerce copy for brands including Linsy Home, Columbus Fashion Alliance, Lands' End, Champs Sports, IFCHIC, Aari & Co., Saplaya Skincare, and Protein2o
- Columbus Fashion Alliance site relaunch: built the messaging framework and wrote full-site copy; average session time rose 32% in month one and newsletter sign-ups doubled in Q1
- Wrote and refreshed product, slide, and instructional copy for 600+ compliant assets in Abbott's FlexKIT sales library
- Contributing insurance writer for U.S. News & World Report since 2015

Public Information Officer, Ohio Department of Insurance *2015 to 2021*

- Led creative strategy for MyCare Ohio, a statewide campaign for Ohioans enrolled in Medicare and Medicaid: video and audio scripts, digital ads, and print
- Wrote press releases, guest columns, and YouTube series that explained insurance in plain language

Product Copywriter, Zulily *2014 to 2015*

- Wrote high-volume product descriptions for a fast-moving e-commerce marketplace on daily deadlines

EDUCATION AND CERTIFICATIONS

- **MFA, Creative Writing**, National University
- **BA, Creative Writing**, Cleveland State University
- **Purpose-Driven Brand Storytelling Certification**, Brand Storytelling, 2024
- Former adjunct English instructor