

# MICHEAL FOLEY

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## EXPERIENCE

### Minnesota Dept. of Transportation – Information Officer

St. Paul, Minnesota- 6/2015 to present

- Develop and maintain the Research Services website and social media channels
- Write, edit and develop multiple types of content highlighting research projects and project-related news
- Provide general support for Research Services marketing and communications efforts
- Directed content audit and created content strategy
- Launched pilot project to move website to Drupal CMS
- Implemented design improvements to team's newsletter

### New Richmond News - Editor

New Richmond, Wisconsin- 7/2013 to 6/2015

- Managed a staff of professional newsgatherers
- Oversaw all content for weekly publication

### Patch.com - Senior Local Editor

Hudson, Wisconsin- 10/2010 to 7/2013

- Built a community news and information hub vital to thousands of area residents
- Led a team of 26 local editors by coordinating special projects and partnerships for the region
- Created a vibrant online community using multiple integrated platforms and communication channels
- Initiated company's use of live streaming video
- Planned and executed multiple community events
- Managed a team of more than 15 freelance contributors and more than 100 volunteer bloggers

### Waggener Edstrom Worldwide - Content Editor

Seattle, Washington- 3/2008 to 10/2010

- Created and edited public-facing content for Amazon, Microsoft, T-Mobile and other clients
- Trained clients and colleagues on social media and content strategy best practices
- Initiated blog, and governed entries and comments

### The Desert Sun - Designer/Copy Editor

Palm Springs, California- 7/2006 to 3/2008

- Collaborated with editors, photographers, writers and graphic artists daily to design section fronts

### Leader-Telegram - Copy Editor/Designer

Eau Claire, Wisconsin- 6/2005 to 6/2006

- Edited articles and designed daily news pages

## EDUCATION

### Bachelor of Arts in Journalism

University of Wisconsin-River Falls  
5/2005

### Multiple Courses

Defense Information School  
12/2000, 5/1999, 2/1999

## MILITARY SERVICE

### U.S. Marine Corps Public Affairs

Multiple Locations (6/1998 to 6/2002)

- Wrote articles and shot photography for base newspaper
- Served as lead designer for base newspaper
- Wrote hundreds of news releases
- Provided media coaching for commanders

## COMPUTER SKILLS

### Microsoft

Excel  
Outlook  
PowerPoint  
SharePoint  
Skype  
Word

### Adobe

Dreamweaver  
Illustrator  
InDesign  
Lightroom  
Photoshop  
Premiere Pro

### Social Media

Facebook  
Instagram  
LinkedIn  
Twitter  
YouTube

### Other

Balsamiq  
Basecamp  
BatchGeo  
Chartbeat  
CSS  
Drupal  
FinalCut Pro  
Gmail  
Google Analytics  
Google AdWords  
Google Calendar  
Google Drive  
HootSuite  
HTML  
iMovie  
Pear Note  
Prezi  
Teamwork  
TweetDeck  
WordPress