

# MICHELLE SWIFT

## COPYWRITER | BRAND STORYTELLER | DIGITAL CONTENT STRATEGIST

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Copywriter and content strategist with 10+ years of experience turning audience insight and business objectives into memorable, high-performing creative. Writes across brand campaigns, social, scripts, email, paid media, ecommerce, SEO and long-form editorial—adapting voice from sophisticated fashion and luxury travel to playful lifestyle content. Equal parts imagination and performance: finds the headline, builds the campaign and measures what happened next.

### SELECTED IMPACT

#### 63.6% OPEN RATE

Highest campaign open rate in the past 12 months

#### 6.3% CLICK RATE

Highest click rate among leading revenue campaigns

#### \$4.9K REVENUE

Attributed to one campaign from 3,013 deliveries

### EXPERIENCE

#### Marketing Director & Lead Copywriter

**Helene Clarkson Design** | Toronto, ON | Mar 2018–Present

- Own brand voice and creative strategy for a Canadian women's travel-fashion company, translating customer insight and commercial priorities into campaigns across email, social, paid media, ecommerce, blogs and live video.
- Concept, write, build, segment, schedule and analyze at least one Klaviyo campaign per day for audiences of approximately 1,400–5,000; leading campaigns achieved open rates up to 63.6%, click rates up to 6.3% and \$4,922 in attributed revenue.
- Built and manage heleneclarkson.com in Shopify, including site architecture, customer-facing copy, product and collection storytelling, landing pages, SEO, blog content, merchandising and conversion-focused improvements.
- Develop campaign platforms, headlines, paid-social copy, live-show scripts and content calendars; collaborate with the paid-media agency, designers and internal stakeholders while helping organize product photography and launch presentation.

#### Copywriter & Social Media Manager

**The Divine Destination Collection** | Toronto / Remote | Mar 2024–Present

- Write in two founders' distinct voices across Instagram, Facebook, LinkedIn and long-form travel stories, shifting tone by speaker, platform, audience and stage of the customer journey.
- Create the editorial calendar and 20+ posts per month plus blog and campaign storytelling; distill itineraries, interviews and traveller experiences into emotionally resonant, credible copy.

#### Content Creator

**CurlyHair.com** | Remote | Mar 2016–Nov 2016

- Helped launch the publication by researching, writing and optimizing approximately 50 original articles on curly-hair care, products and styling.

#### General Editor & Writer

**Brit + Co.** | Remote | Nov 2013–Jun 2015

- Wrote and edited up to five stories per week across food, beauty, hair, style, DIY, home, technology and travel, producing clickable headlines with accuracy and a lively editorial voice.

#### Social Media & Digital Presence Manager

**ErMats International Foods Ltd.** | Toronto, ON | Mar 2014–2018

- Created website and social content for a specialty food business, adapting messages for consumer and business audiences.

### CORE SKILLS

Campaign conceptualing • Headlines and brand voice • Social copy • Scripts • Long-form editorial • Email/Klaviyo • Paid social • Shopify • SEO • Content calendars • Segmentation • Analytics • Remote collaboration

### PORTFOLIO & EDUCATION

**Brit + Co archive** | **Helene Clarkson Travelogue** | **Divine Stories** | **CurlyHair.com**

**Bachelor of Arts, Communications** | Aquinas College, Grand Rapids