

Carrie St. Michel

A WAY WITH WORDS

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1987 - Present **FREELANCE WRITER/COMMUNICATIONS CONSULTANT**

Having now freelanced for more than 25 years, my experience spans the editorial spectrum and includes writing: web content; online feature stories; print feature stories; newsletters; annual reports; brochures; direct-mail pieces; news releases; pitch letters; media advisories; media kits; marketing/communications plans; and ghost-written books. A frequent contributor to several national women's magazines, I also previously wrote a weekly, syndicated column for the *Los Angeles Times*.

1985 – 1987 **VICE PRESIDENT OF MARKETING**

Summit Health Ltd., Los Angeles, CA

Charged with strategically directing all marketing and communications initiatives for the company's 15 hospitals and 25 long-term care facilities.

1984 - 1985 **MARKETING DIRECTOR**

Century City Hospital, Los Angeles, CA

Responsible for managing the marketing and communications functions associated with this 195-bed, acute-care, medical facility.

1983 – 1984 **ACCOUNT EXECUTIVE**

Edelman, Los Angeles, CA

Provided a comprehensive menu of public-relations services to clients in fields ranging from health care to high-tech, and financial services to consumer products.

1981 – 1983 **COMMUNICATIONS SPECIALIST**

Los Angeles Area Chamber of Commerce, Los Angeles, CA

Directly responsible for all communication-program components including writing brochures, major publications, newsletters, news releases, promotional materials, and speeches.

EDUCATION

MA Communications California State University, Fullerton

BA Communications California State University, Northridge