

SELECTED WORK · 2026

Michael Halloran

Jack of all trades. Master of some.

Marketing · User Experience · SEO · AI Visibility · Communications · Storytelling

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There isn't a single project I wouldn't trust to get done well under Michael's care.

Charlotte Seley · Former Director of Copy, Pluralsight

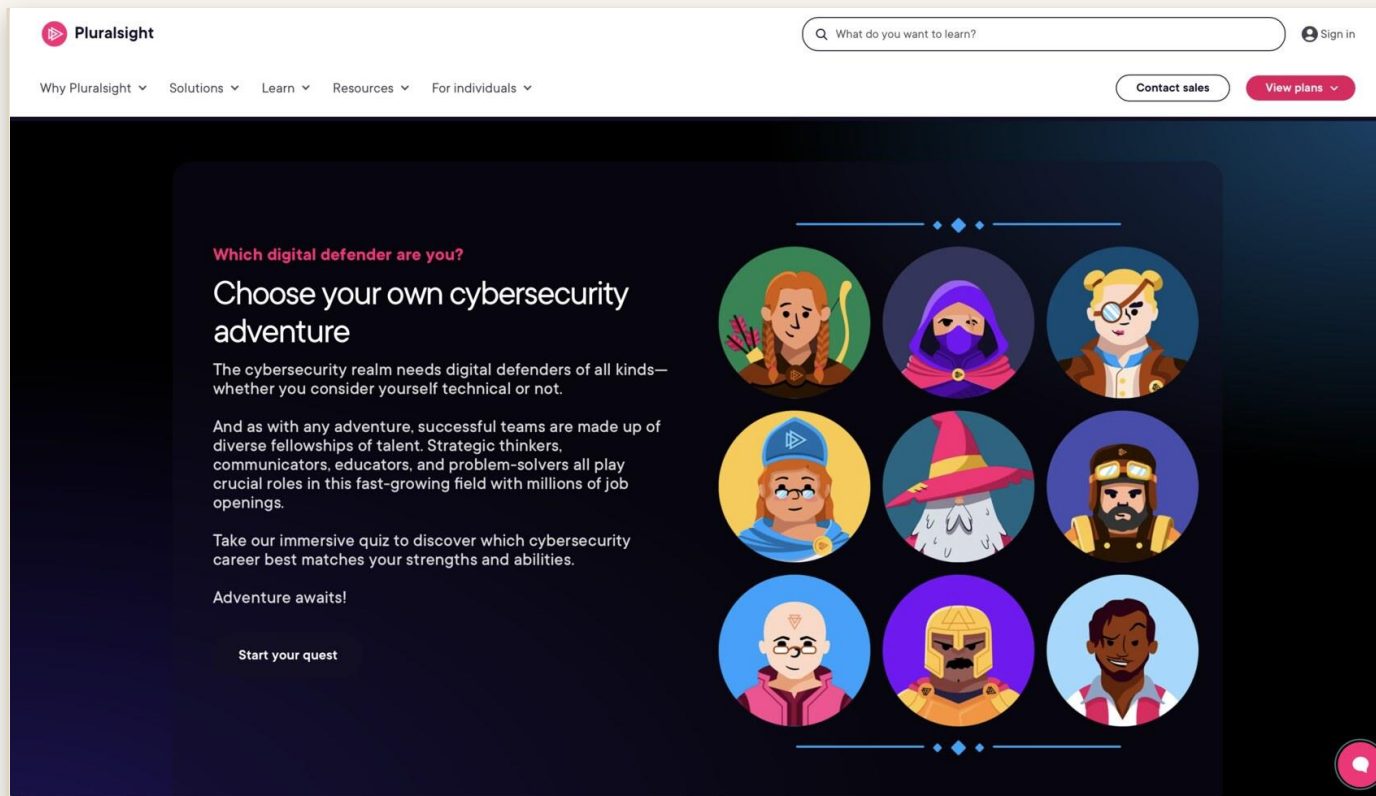
michaelhalloran.com

Choose your own cybersecurity adventure

Cybersecurity copy usually leads with the threat. This one leads with identity personalization.

Nine defender archetypes, a quest framing, and an explicit promise that the field needs non-technical people too.

I wrote this [landing page](#), as well as the paid media, social posts, and launch emails. It became **Pluralsight's highest-performing gamified lead-generation campaign to date.**

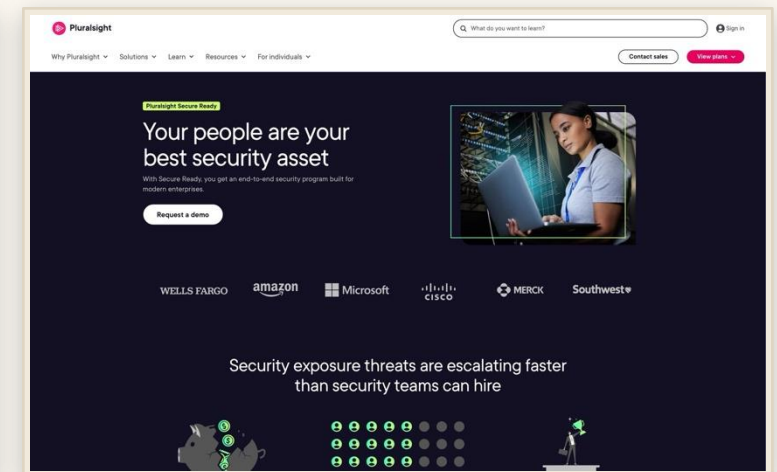
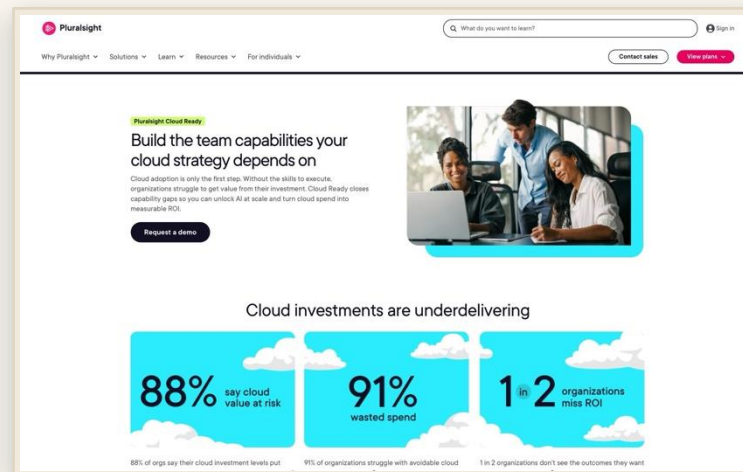
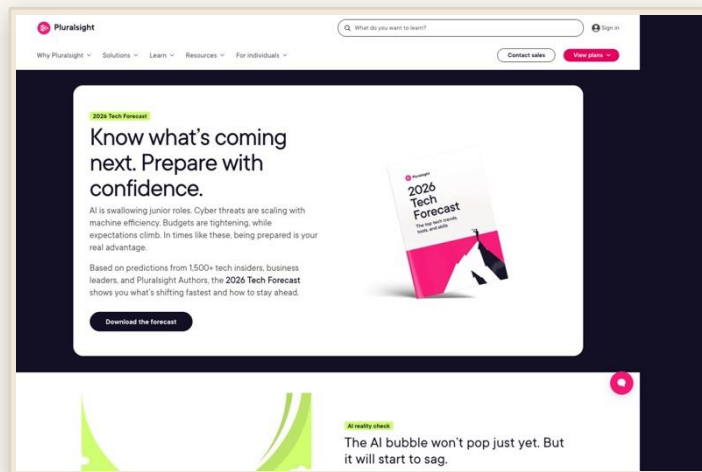


Received 50K visitors

Writing for a skeptical, enterprise-level buyer

The [2026 Tech Forecast](#) landing page draws on predictions from tech insiders and Pluralsight authors. It names the anxiety, gives away enough analysis to prove it's worth reading, then asks for the form fill. It was **the highest-performing downloadable report of the year**. I edited the report and wrote the marketing assets including landing page.

The [Cloud Ready](#) and [Secure Ready](#) learning solutions open on the money problem rather than the product: 88% say cloud value is at risk, 91% report wasted spend, US breach costs now average \$10.22 million. I developed this copy in collaboration with the product marketing team.



2026 TECH FORECAST

CLOUD READY

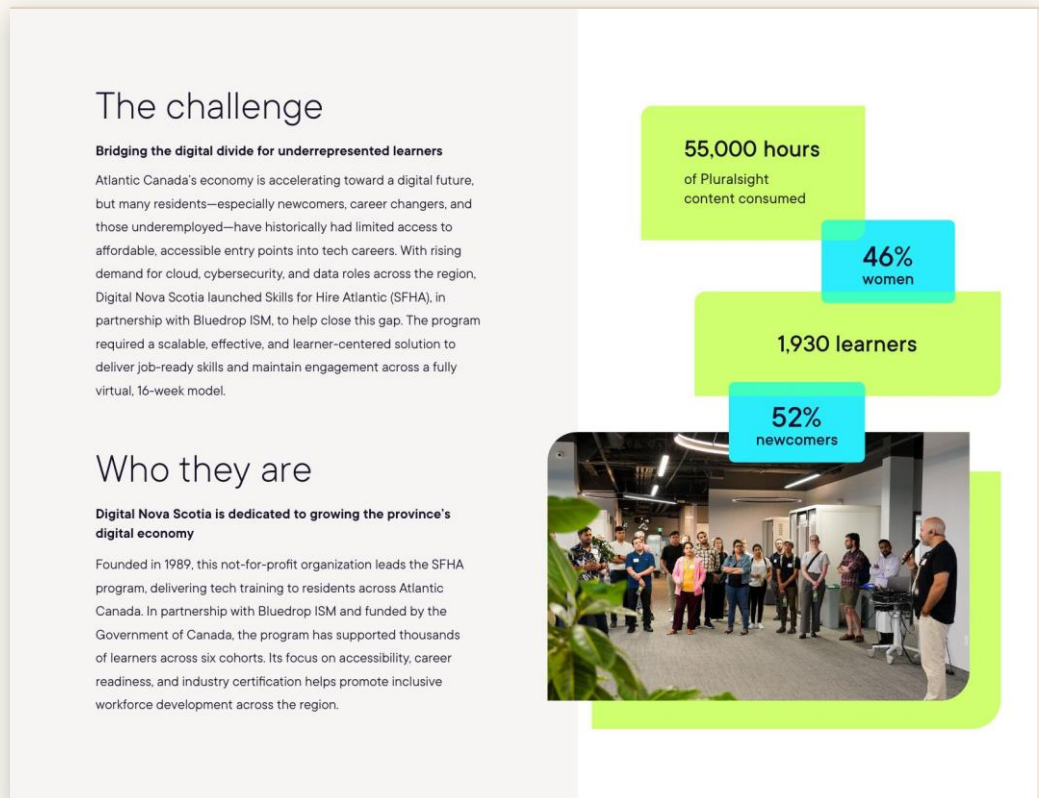
SECURE READY

187K unique visitors. \$20K in B2C billings.

A workforce program, told in numbers

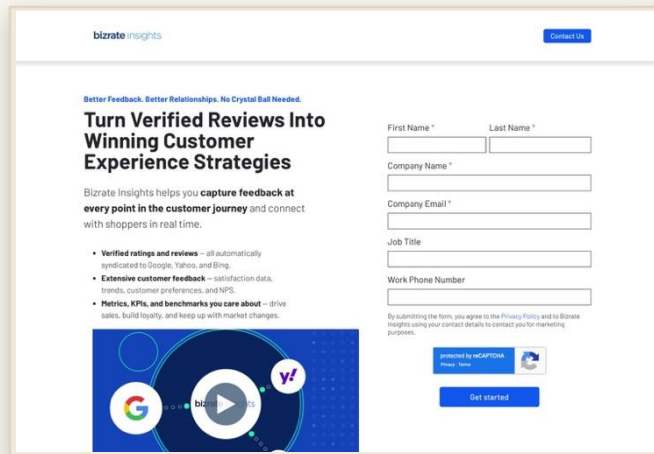
I received the raw interviews and data for this case study, then wrote and shaped it end to end in collaboration with the design team. The result is this powerful demonstration of Pluralsight's potential.

1,930 learners. 55,000 hours of content consumed. More than 900 certifications issued and over 600 graduates placed in tech roles or further education. Up to 70% cohort retention in a program that costs learners nothing.

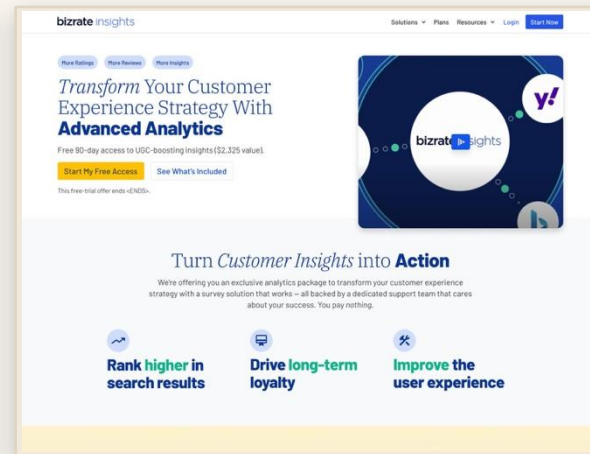


Three routes to a form fill

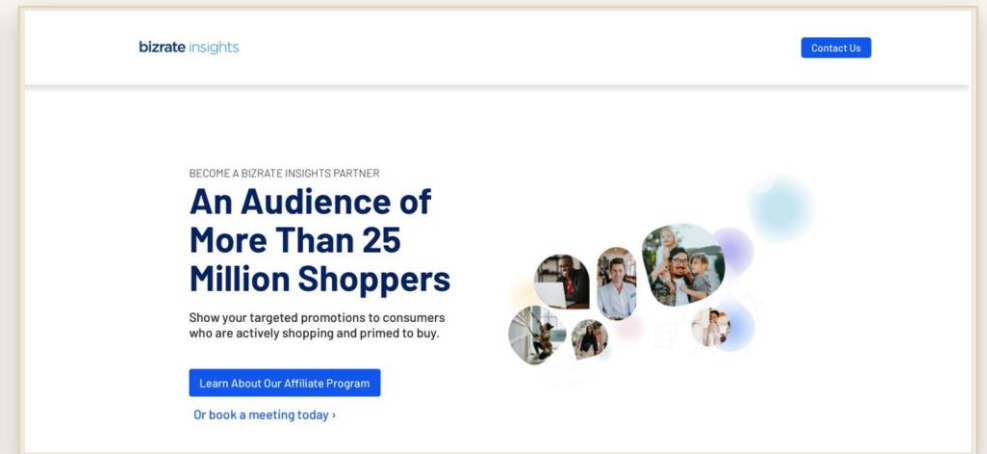
- ✓ The standalone explainer page makes the case for the platform
- ✓ The offer page sets up the free trial
- ✓ The partner page sells access to an audience rather than software



PLATFORM



FREE-TRIAL OFFER



AFFILIATE PARTNERS

Tests make the difference

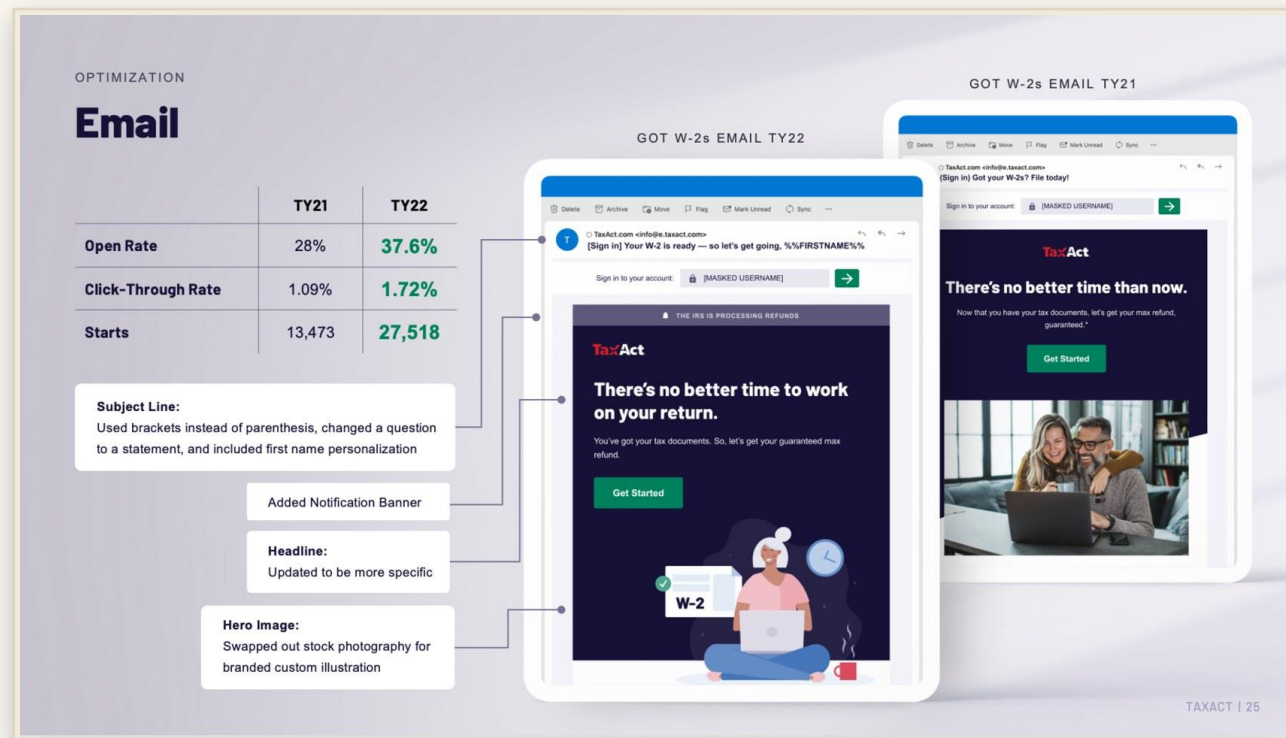
Data backs all my writing decisions as demonstrated in this campaign optimization.

We boosted YoY performance through seasonal email A/B testing: brackets instead of parentheses in the subject line, a question rewritten as a statement, first-name personalization, a notification banner, a sharper headline, and stock photography swapped for branded illustration.

Open rate 28% → **37.6%**

Click-through 1.09% → **1.72%**

Tax filing starts 13,473 → **27,518**

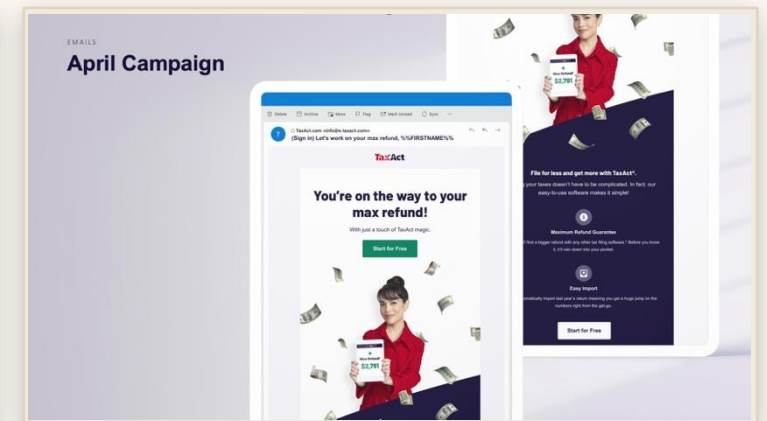
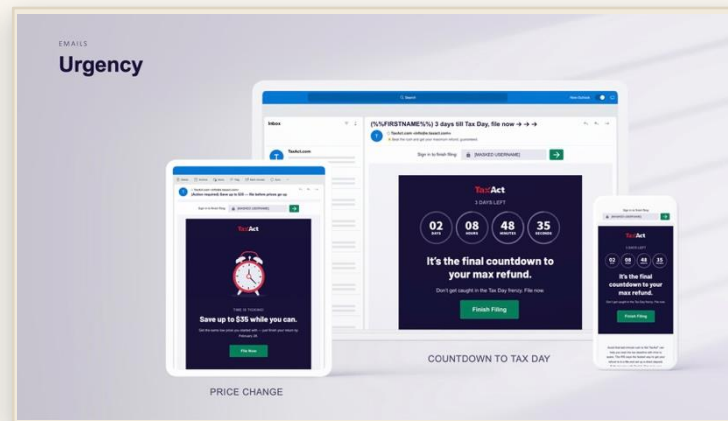
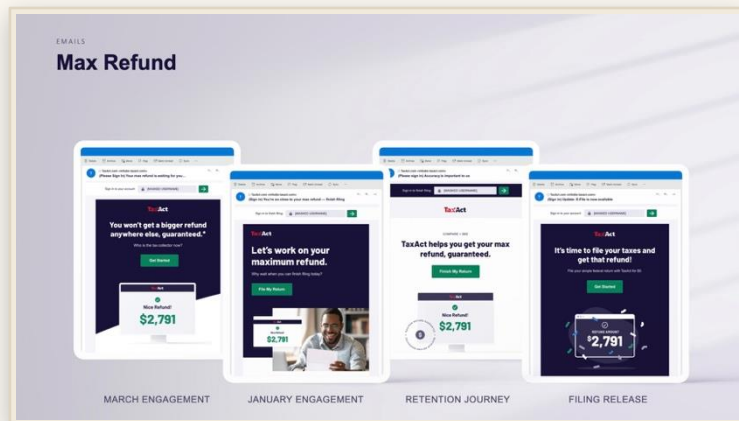


One promise, every moment of the season

The same maximum-refund guarantee carries across messaging and campaigns throughout tax-filing season.

Every claim passes through legal and brand review without losing its power. The push to file comes from structure, consistency, and timing rather than overstatement.

This work helped to close April 2022 as TaxAct's strongest filing season up until then.



MAX REFUND SERIES

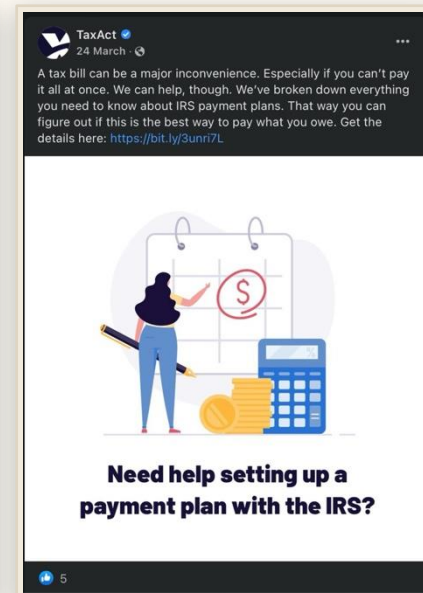
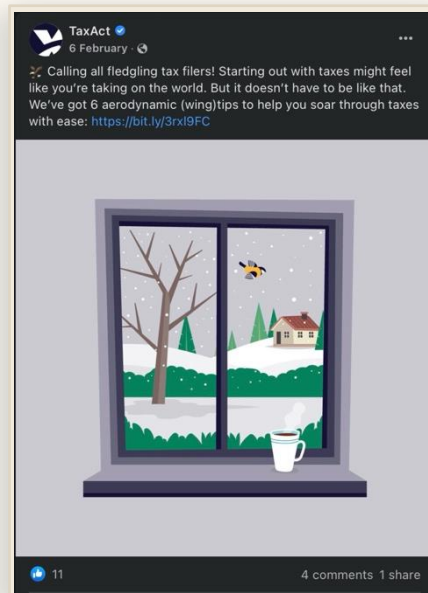
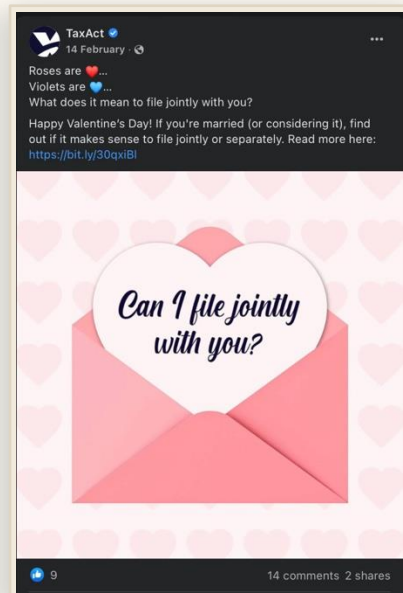
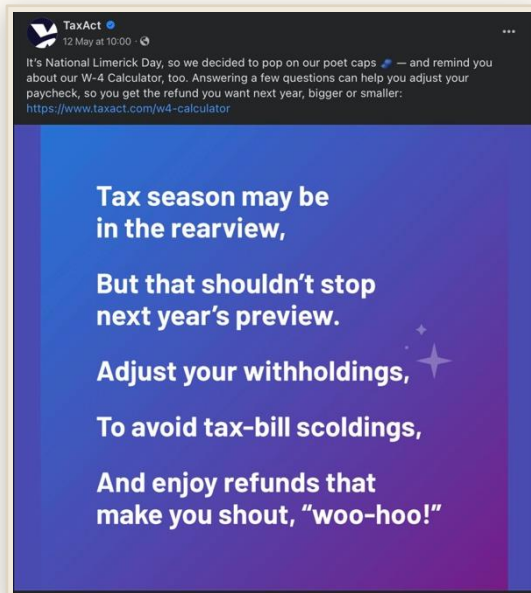
· URGENCY

· APRIL CAMPAIGN

Compliance-heavy, still human

These posts earn attention with an original limerick (by yours truly) for National Limerick Day, a Valentine's pun about filing jointly, a fledgling-bird theme for first-time filer. All of which encouraged click throughs to a calculator, a blog post, or a giveaway.

The IRS payment-plan post is the counterweight: same voice, no gag, aimed at someone who owes money and is worried about it. I know which messages work at the right time.



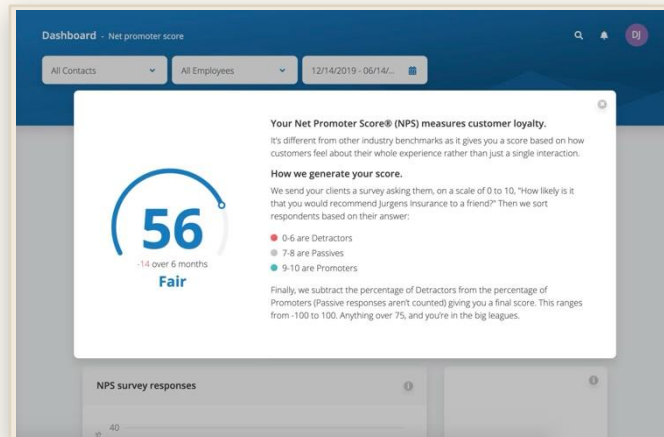
LIMERICK DAY · VALENTINE'S · FLEDGLING FILERS · IRS PAYMENT PLANS · TEXAS BOWL GIVEAWAY

Teaching inside the product

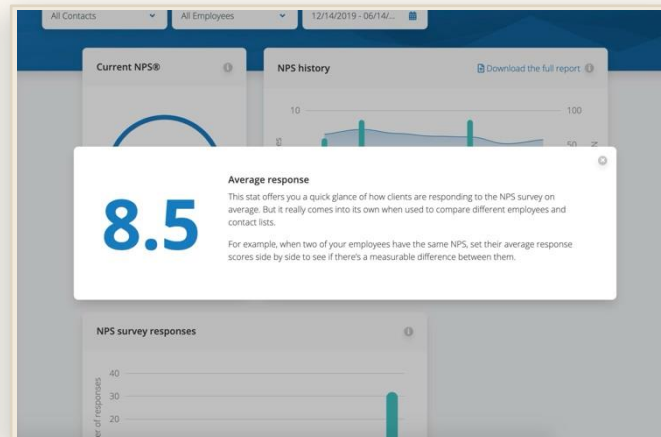
Here, I put my experience as a UX content and e-learning designer to work.

Insurance agencies subscribed to Rocket Referrals without necessarily understanding all the ins and outs of the Net Promoter Score. So, the in-product info windows do real teaching: how the score is calculated, why the 0–10 scale splits into detractors, passives and promoters, and how to put the numbers to use.

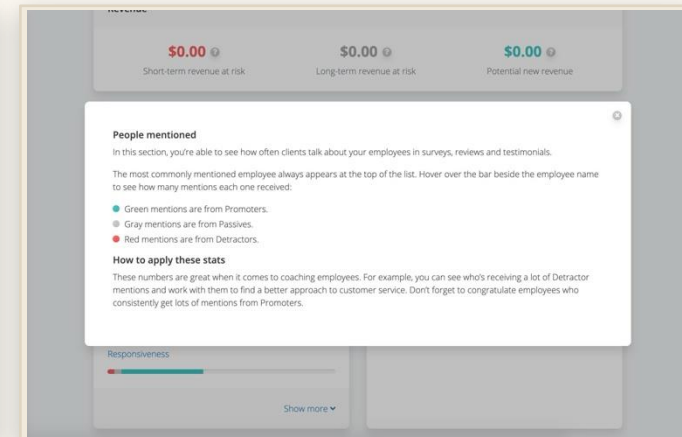
The [homepage](#) carries the same logic: a five-step explanation of how the product works, because the prospect needs to understand the method before booking a demo.



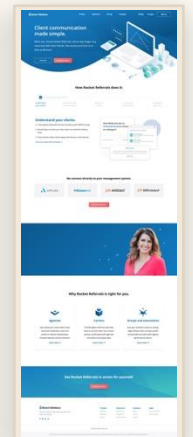
NPS EXPLAINER



AVERAGE RESPONSE



PEOPLE MENTIONED

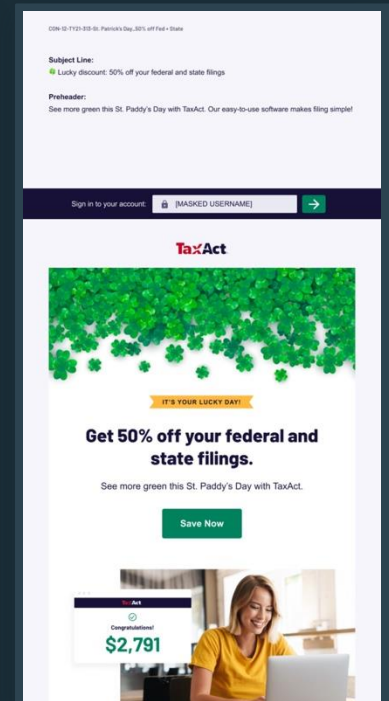
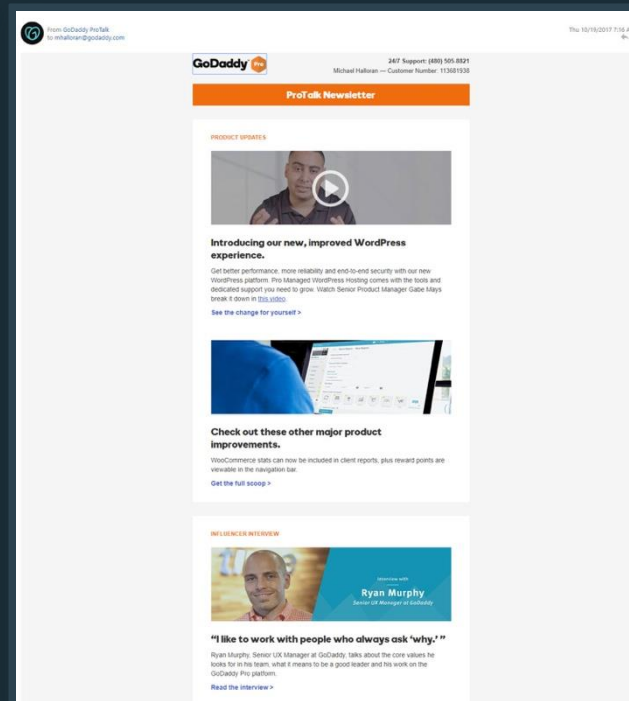
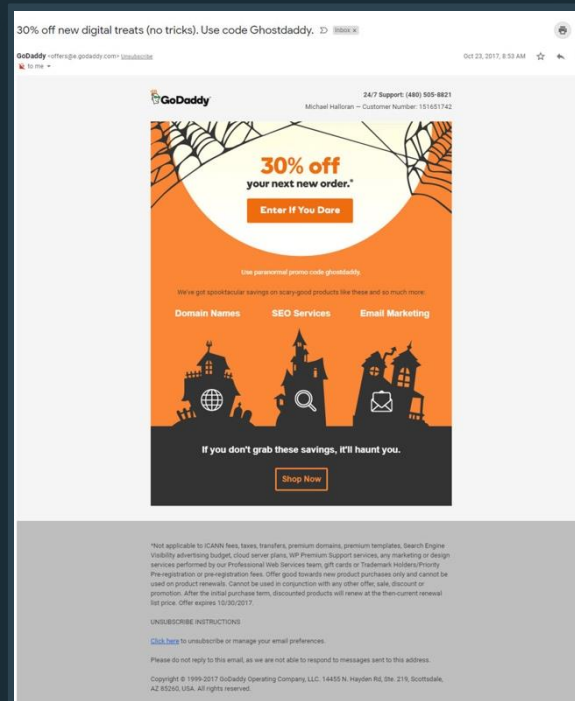


HOMEPAGE

ALSO IN THE PORTFOLIO

UX, newsletters, press releases, and more

Check out nearly 15 years of winning blogs, email newsletters, social, PR, fundraising, magazine articles, video scripting, and everything in between.



GODADDY HALLOWEEN · GODADDY PRO NEWSLETTER · ROCKET REFERRALS SOCIAL · TAXACT ST. PATRICK'S DAY

See my full portfolio at michaelhalloran.com