

MICHAEL JOHN HALLORAN, M.A.

michaelhalloran.com

PROFESSIONAL SUMMARY

Senior copywriter, UX writer, content strategist, and all-around marketer with experience turning complex, regulated, and technical subject matter into content that performs across SaaS, tax, insurance, manufacturing, and higher education. Led website rewrites at three companies, built AI-driven content workflows, and developed messaging frameworks in direct partnership with legal, product, and executive stakeholders.

SKILLS

Core: B2B and B2C conversion copywriting, UX writing and technical communication, content strategy and editorial calendar management, messaging frameworks and value propositions, data-driven optimization (A/B testing, surveys, and analytics), cross-functional collaboration, SME interviewing, Agile/Kanban project management, mobile marketing, and AI-enhanced content development.

Tools: Asana, Canva, Figma, Jira, SharePoint, WordPress, Adobe Creative Suite, HTML/CSS, HubSpot, Mailchimp, SEMrush, Yoast SEO, Claude, ChatGPT, and Copilot. Full tool set detailed by role below.

STORYTELLING, STRATEGY, UX, AND MARKETING EXPERIENCE (12+ YEARS)

Senior Copywriter (Email, Events, UX, and Content Marketing)

Feb. 2025 – Aug. 2026

Pluralsight, remote work, Dallas HQ

- Collaborated cross-functionally in Asana and Figma to design B2B, B2C, PubSec, and higher ed journeys: emails, landing pages, social media, case studies, digital and podcast ads, and conference collateral.
- Wrote webpages, paid media, and launch emails for the highest-performing downloadable report of 2026 (187K unique visitors, \$20K in B2C billings).
- Shaped landing pages, paid media, and emails for the highest-performing lead-gen quiz ever (50K visitors).
- Built an AI tool, informed by Pluralsight's AI Academy Productivity training, that scored copy against brand standards and stakeholder expectations, adjusting criteria based on direct C-suite feedback.

B2B Copywriter (Strategy and Content Management)

Aug. 2023 – Feb. 2025

Bizrate Insights, a division of People, Inc., Des Moines, Iowa

- Delivered conversion-focused copy across email, landing pages, social media, digital ads, sales collateral, and trade-show material for an e-commerce SMB audience.
- Managed content calendar in Asana and WordPress and led bi-weekly marketing/design team meetings.
- Conceived and led thought-leadership campaigns end to end: Commissioned original consumer panel survey research, assigned reports/whitepapers to external writers, and then crafted all launch assets.
- Implemented new content production processes across Asana and Jira, breaking down team silos.
- Monitored and reported on content performance with HubSpot and LinkedIn internal analytics tools.

Copywriter (Marketing Content, Brand, and User Experience)

Aug. 2021 – Aug. 2023

TaxAct, remote work, Dallas HQ

- Produced web, ad, email, social media, and UX content across two business lines: TaxAct Consumer (B2C landing pages, newsletters, transactional and educational emails, social posts, and UX) and TaxAct Professional (B2B retention-focused conference materials, brochures, direct mail, emails, and web pages for tax preparers) using Figma, Workfront, SharePoint, and Asana.
- Built out a full set of value propositions in collaboration with the marketing strategy team, then partnered with legal to ensure compliance, creating a reusable copy bank for cross-team use.
- Partnered on strategic, personalized CRM projects that reversed negative retention and win-back trends, helping close April 2022 as TaxAct's best season to that date.
- Won the TaxAct Marketing Team "Firecracker" Award, June 2023.

Senior Copywriter (Brand, Marketing, Tech, and Internal Comms) Jul. 2020 – Aug. 2021

Winegard Company, Burlington, Iowa

- Wrote and edited web content, marketing emails, magazine ads, press releases, video scripts, social media, sales material, technical manuals, instructional materials, and internal corporate messaging using Asana and Adobe Creative Suite.
- Executed a full website rewrite within a brand direction and style guide developed by an external agency.
- Edited executive messaging for the CEO and conducted direct interviews with him for press releases.
- Interviewed engineers and SMEs to translate technical specifications into instructional content and manuals.
- Distributed press releases and monitored coverage via PR Newswire and Meltwater.

Copywriter (User Experience, Blog Content, SEO, and Emails) Feb. 2019 – Jun. 2020

Rocket Referrals, Des Moines, Iowa

- Founding member of the marketing department: Authored every copy element the company used, including landing pages, help-desk articles, release notes, UX copy, emails, blogs (optimized with Yoast SEO), press releases, social media, sales material, and trade-show handouts.
- Served as writing consultant for call center reps and led several writing workshops.
- Wrote and managed the company website content using Agile/Kanban workflows. Interviewed internal stakeholders to shape site structure and messaging hierarchy, and partnered directly with the CEO.
- Ran user testing on headline variations to validate messaging direction with data.
- Developed a company style guide and value propositions for an insurance-agent (producer) audience.
- Served as social media manager, distributing and monitoring posts via Buffer.

Writer II (User Experience and Email Marketing) Sep. 2015 – Feb. 2019

GoDaddy, Cedar Rapids/Hiawatha, Iowa

- Designed email and UX messages using Agile/Kanban workflows and Jira: Developed mobile-targeted email promos, an onboarding series for the GoDaddy Website Builder, newsletters, and transactional and instructional messages.
- Created in-app purchase-path and customer-journey copy, pulling requests as they came through from the UX design team's Slack backlog: Received praise for responsiveness from team managers.
- Surveyed the customer care team (SurveyMonkey) to understand the impact of emails on customer calls: Discovered a spike in confused calls after certain emails. Revised the messaging, reducing call volume.
- Authored a localization best-practices handbook and an onboarding handbook for new email copywriters.
- Supported design team using Adobe Dreamweaver (HTML/CSS).

Communications Writer (Fundraising Management) Mar. 2014 – Sep. 2015

Ruffalo Noel Levitz, Cedar Rapids, Iowa

- Crafted persuasive fundraising letters, emails, brochures, online surveys, telemarketing scripts, and training manuals for university and nonprofit clients nationwide, ensuring clients achieved a high ROI, notably East Carolina University's College of Business.
- Coordinated A/B testing and curated FAQs, reports, process materials, and QA checklists.

EDUCATION

Professional Certificate in Marketing 2024 – 2025

Tippie College of Business, University of Iowa, Iowa City, Iowa: GPA – 4.0

Web Designer Certificate Program 2015 – 2015

Kirkwood Community College, Cedar Rapids, Iowa: Pass

Graduate Certificate in Technical Writing 2013 – 2014

University of Limerick, Ireland: 1st Class Honors, Grade 1

Master of Arts (Writing) 2008 – 2009

National University of Ireland, Galway: 2nd Class Honors, Grade 1

Bachelor of Arts (History and Anthropology) 2005 – 2008

National University of Ireland, Maynooth: 2nd Class Honors, Grade 1