

Michelle Pugle, MA, MHFA

Health and Medical Journalist | Content Specialist | Mental Health First Aider

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EXPERIENCE

Freelance Health and Medical Journalist | Content Specialist Remote, Canada & US

2018 - PRESENT

- Writing high-quality, accessible, and credible content for trusted authority health websites
- Asking meaningful questions and conducting expert interviews to gain insight into how research findings and latest health news and trends impact the lives of readers
- Conducting research of published primary sources and peer-reviewed research
- Ensuring all written content is free of errors, consistent in style and tone, aligns with brand voice and standards, and is compliant with editorial guidelines, medical review standards, and health advertising standards
- Working with embargoed research and writing articles for medical review, B2C copy, and product review roundups
- Bylines include Healthline, Verywell, Everyday Health, Psych Central, and Health.com

Managing Editor Diply, London, Ontario

2016 - 2018

- Hiring, training, coaching writers and editors
- Preparing in-person and remote employee summaries and recommendations
- Resolving employee concerns
- Conducting offboarding and exit interviews
- Strategizing ways of increasing employee attendance and engagement
- Entrusted with developing, launching, and optimizing a freelance content department

Social Media Manager Diply, London, Ontario

2015 - 2016

- Creating growth-driven link posting strategies for social media accounts with 200K-1M+ followers
- Scheduling content, monitoring link health and success, using discretion to respond on brand page comment threads, delete comments, report users as needed
- Defining and delegating objectives, scope, and timelines
- Intensive collaboration, facilitating presentations and stakeholder meetings, resolving client concerns
- Editing content to meet external and internal guidelines and reflect a unified yet original tone
- Creating target audiences and A/B testing
- Budget adherence and ad buying through Facebook Ads Manager

Web Content Writer/Editor **Diply, London, Ontario**

2015 - 2016

- Writing viral and engaging articles
- Basic photo editing creating visuals for content including cover images and photo collages
- Copyediting across categories
- Video transcription
- Top-performing writer in a high-pressure staff writing room environment

Teaching Assistant

University of Western Ontario, London, Ontario

- Planning, presenting, and summarizing lessons for several lecture groups of 20+ students
- Responsible for grading essays with detailed feedback and marking final assignments
- Exam hosting
- Communicating and coordinating with professors
- Keeping official records of attendance, participation, and performance

EDUCATION

Master of Arts, Feminist Research

University of Western Ontario, London, Ontario

Joseph-Armand Bombardier Scholarship

Bachelor of Arts, Sociology and English

Thompson Rivers University, Kamloops, BC

Excellence in English Award (3x recipient), Joan Young Memorial Bursary, Alex Drdul Memorial Bursary
Faculty of Arts Representative, TRU Residence Volunteer, Developing World Connections Volunteer

Mental Health First Aid

Mental Health Commission of Canada

2021

Provides confidence in working with and supporting a diverse group of employees, clients, and all levels of management, de-escalating workplace stress and conflict, and problem-solving with an ethical and empathic compass.

Mental Health Certifications and Trainings

- Navigating Difficult Client Relationships
- Stopping the Violence Counselling Training
- Specialized Knowledge for Anti-Violence Work
- Solution-Focused Therapy Skills for Short-Term Counselling
- Counselling: The Essential Skills
- Body-Oriented Trauma Counselling Strategies
- LivingWorks Start Certification for Suicide Prevention

RECOMMENDATIONS

David Mills – Michelle's Editor at Healthline

"As an editor at Healthline, I have enjoyed working with Michelle the past 5 years. She is reliable and does quality work. She never misses a deadline and always delivers what we want in a story. On top of that, she is easy to work with."

Tina Donati – Reported directly to Michelle at Dibly

"Michelle is a wonderful editor and team leader. Not only is she incredibly patient when training and answering questions, but she's a great teacher and asset to any team. She takes initiative to concur all projects with skill and a degree of professionalism that's hard to come by. She was, by far, one of my best managers I have ever worked for."

Marija Vukic – Talent Acquisition at Dibly

"Michelle was hire #22 at Dibly and grew with the company. She started as a writer, went to account management, became an editor, data analyst, team lead and was chosen to build the freelance network. She is smart, capable and professional and had top leaderboard writer and freelance production stats. Whatever you hire her for content wise you will be lucky to have her as she is a consummate professional and a kind person."

Drew Campbell – Michelle's Client at Self-Employed

"If you have a chance to work with Michelle, jump at it. You and your organization will be better off for it. She started with TGOD before our own internal team (in 2018) and was able to start to develop the voice of the brand as we were still getting our legs underneath us. She developed content which articulated our unique organic position in a somewhat crowded environment ... and she did it well. She does work accurately, on time and on budget. She is just a pleasure to deal with. The test of any writer is the ability to develop an ownable voice that stands out amongst the public and she nailed it."