

Michael Arcand

Web Content Development and SEO

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Summary

Currently working as a web content developer, Michael has been self-employed for over eight years. His writing has appeared online at many well-known venues, including Myspace Entertainment, Yahoo's Y! Tech Blog, MSNBC.com, and VideoProfessor.com. Previously he served in the U.S. Army for four years, being stationed in Germany and Ft. Hood, Texas. After leaving the military Michael became a jack of all trades, even managing to master a few. His experience prior to becoming a writer included management positions in a wide variety of fields, including telemarketing, quality control, and shipping and receiving. His current goals include launching a science fiction news site, publishing his first fiction pieces in the sci-fi genre, and completing a book sharing his work-at-home experiences with others. Specialties: Web content creation, SEO, news and trends, sci-fi TV and movie reviews

Experience

Content Development / SEO at Pink Iguana Digital Muses

April 2013 - Present (2 years 7 months)

Working as a contractor to update websites and individual web pages with new content, develop new content on a regular basis, all optimized for current best practices SEO.

Co-founder / Partner at Arcand Media

June 2007 - Present (8 years 5 months)

Self employed as Arcand Media, with his wife, Crystal, Michael is currently developing web content and doing SEO work. Over the past eight years, he has contracted with various media outlets to provide written content for web use as a writer and blogger, in addition to editing and managing existing content.

Freelance Blogger at MySpace

December 2011 - December 2012 (1 year 1 month)

Entertainment blogger for MySpace.

Writer at Tecca

September 2010 - February 2012 (1 year 6 months)

Writing content for the web and iPhone app. Topics include computing tips & tricks, gadget reviews/spotlight, tech basics, iPhone/iPad app reviews, and more.

Sci-fi Curator at MySpace

November 2010 - July 2011 (9 months)

Working as a freelancer for the site, I collected and shared links and stories on all things relating to sci-fi television and movies, occasionally blogging my thoughts on what's happening in the genre. Interaction with the site's members and moderation of comments was a daily activity, managing the overall Sci-Fi page experience.

Writer / Editor at Tsavo Media Inc. / Ova.st

July 2009 - June 2010 (1 year)

Content editor for the Daymix.com web portal as well as the Real TV Addict blog. As the Santa Monica branch broke off from Tsavo and formed their own company, my position was transferred to them as well, allowing me to broaden my horizons and take on more responsibility. Under Ovast, I worked as a freelance editor for Daymix.com, Digasms.com and Robodustrial.com, overseeing a writing staff of 12. I was responsible for keeping the blogs within budget and helping to generate traffic through social networking, as well as monitoring interaction on the site(s).

Remote Full-Time Guide at Mahalo

January 2008 - June 2009 (1 year 6 months)

As a guide for Mahalo I conducted Internet research in order to write hand-crafted search engine results pages (SeRPs). We collected the best related links and organized them according to specific categories. Summarized information into a guide note, ranging in length from 150 to 400 words per topic. In addition, we continuously updated previously written pages, taking care to edit them in accordance with updated standards. While working as a mentor for the Greenhouse program I helped to develop new part-time guides into full-time contributors for Mahalo by reviewing, editing and training them according to the published style guides.

Manager at Plaskolite Inc

April 2002 - June 2007 (5 years 3 months)

Started in the quality control department and worked up to the QA Manager position. Transferred to the shipping department as the manager about halfway through my tenure. Tasks included complete operational control over inbound and outbound shipments, organization of the sheet warehouse, processing of all shipping paperwork and ongoing training of all shipping and warehouse staff.

Call Center Manager at Telequest

March 1997 - September 2001 (4 years 7 months)

Started out on the phones as an outbound TSR in the Tyler call center. Advanced rapidly through the ranks and helped oversee the construction and operation of the Tyler II facility. Transferred to Wichita Falls in 1999 to be the Call Center Manager. At the Wichita Falls facility I was responsible for the overall day-to-day operations of a 141 seat call center running multiple outbound programs. Personally interviewed numerous job applicants and trained senior staff as well as supervisors. Reported weekly progress to upper management as well as budgeted call center expenses and TSR utilization to maximize profitability.

Certifications

CompTIA A+

CompTIA License COMP001004062749 June 2005

Digital Marketing Foundations Trained Practitioner

Market Motive July 2015 to July 2016

Web Analytics Trained Practitioner

Market Motive July 2015 to July 2016

Conversion Optimization Trained Practitioner

Market Motive July 2015 to July 2016

PPC Trained Practitioner

Market Motive July 2015 to July 2016

Display Advertising Trained Practitioner

Market Motive July 2015 to July 2016

Writing for the Web

lynda.com License 937A92 August 2015

Content Marketing Fundamentals

lynda.com License C9B124 August 2015

SEO Fundamentals

lynda.com License C2C428 August 2015

SEO Tools Fundamentals

lynda.com License 034876 August 2015

SEO for Local Visibility

lynda.com License B9D0C6 August 2015

SEO: Keyword Strategy in Depth

lynda.com License E80749 August 2015

Content Marketing: Blogs

lynda.com License 65F2BB August 2015

Social Media Marketing with Facebook and Twitter

lynda.com License 6A606E August 2015

Online Marketing Basics

lynda.com License 7CB13B August 2015

Online Marketing Fundamentals

lynda.com License BB30B0 August 2015

Skills & Expertise

SEO

Content Management

Blogging

Social Networking

Blogging Software

Editing

Quality Control

Warehouse Management

**Telemarketing
Management
Call Center Management
Social Media
Social Media Marketing
Breaking News
Online News
News Writing
Wordpress
WordPress
Proofreading
Facebook
Books
Copywriting
Editorial
Web Content
Online Marketing
Content Development
Web Content Management
Copy Editing
Freelance Writing
Publishing
CMS
SEO copywriting
Content Strategy
Creative Writing
Writing**

Education

Southwestern Adventist University

Theology, 2003 - 2004

Tyler Junior College

Computer Science, 1995 - 1996

Interests

wordpress, seo, computer technology, social media, freelance writing, novel writing, guitar playing, reading, science fiction

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16 people have recommended Michael

"I worked with Michael for several months for a series of content pieces. He is an all around great professional to work with. He delivered on-time quality content, was easy to collaborate and communicate with, and always had new creative ideas. I highly recommend."

— **Nicole Jordan**, was Michael's client

"Michael is a well versed and reliable content producer. At the same time he also greatly understands trend spotting and developing content that drives traffic. His expertise in social media, SEO and various CMS platforms was also incredibly helpful."

— **Sean Percival**, managed Michael at Arcand Media

"Michael served as a day to day freelance writer reporting to me between 2011 - 2013. He was fast, efficient, flexible, professional, easy to work with and while a true expert in the areas of Sci-fi, film and television, he was also able to turn around great work around other subject matter. Throughout time as the tone and voice shifted and evolved, he was able to make the shift as well. From comedic takes on pop culture news to the somber job of writing artist obituaries, he could do it all. He was a true pleasure to work with, he never once let me down and I would hire him again in a heartbeat."

— **Chapin Young**, was Michael's client

"Michael was incredibly professional the entire time I worked with him. He can handle a high volume of work, is incredibly punctual yet manages to maintain a high level of quality even with quick turnarounds."

— **Charles Mills**, managed Michael at MySpace

"Michael is one of those refreshing writers who actually takes note of the smallest edits to his copy and applies them to future articles. It's this sense of personal responsibility that makes writers like him the core of any quality writing team."

— **Lisa Poisso**, managed Michael at Tecca

"Michael was one of the original writing staff at Tecca and helped us get the brand off the ground under sometimes challenging conditions, first for our mobile-only site and then as pieces of the web site fell into place around us. During his tenure he was one of our most consistent heavy-hitting writers, always able to turn around researched and well-written pieces on time and at high quality. Editorial and content teams would be lucky to count Michael among their rosters."

— **Barb Dybwad**, managed Michael indirectly at Tecca

"Michael is a motivated and detail oriented editor with a passion for creating great content. He was instrumental in launching a successful blog property from scratch, with few resources and little guidance. Michael not only consistently went above and beyond expectations, he was an inspiration in his commitment to the project. I believe that Michael would make a fantastic contribution to just about any project, team or organization."

— **Christie MacLachlan**, worked directly with Michael at Tsavo Media Inc. / Ova.st

"Michael's dedication and his management style are an inspiration to all those who are lucky enough to have the opportunity to work with him. He is as much collaborative as he is a strong leader, editor and writer. Michael has pitched in to help other editors when they've needed it on several occasions, making him an invaluable member of the entire Content team."

— **Aysha Manori**, was Michael's client

"Michael is a communicative, detail-oriented manager. Any time I have any questions or need clarification, I receive a reply from Michael very promptly. He is quick to compliment good work, and he also has the gift of making constructive criticism sound...well...constructive. I enjoy working with Michael very much and hope to continue working with him for many years to come."

— **Katrina Robinson**, reported to Michael at Tsavo Media Inc. / Ova.st

"Michael has been a pleasure to work with at Tsavo. From his work on Daymix and RealTVAddict, he's been able to successfully manage the sites, writers and content overall. His work on RealTVAddict specifically has allowed the site to grow exponentially. His "can do" attitude and positive foresight makes him that much more indispensable."

— **Yosef Solomon**, managed Michael at Tsavo Media Inc. / Ova.st

"Micheal Arcand is a tireless, hard-working and professional writer and researcher, and it was a pleasure to work with him on Mahalo pages and projects. Ceaselessly flexible, Michael managed to take on a wide variety of duties during his time as a contractor for our company, from managing Mahalo's growing community of users to writing up news briefs and summaries. Furthermore, Michael would frequently step up to take on a leadership role as needed, and could be relied upon to help other members of the team in a pinch."

I would highly recommend Michael for a position based on his diligence, attention to detail, writing ability and motivation to get the job done right in a speedy and efficient manner."

— **Lon Harris**, managed Michael at Mahalo

"I liked working with Michael. He has a good writing style, good general knowledge and he always submitted material in a timely fashion."

— **Michael Lodge**, managed Michael at Mahalo

"Michael is dependable, hard-working, and fast. When we were in a high-pressure situation, I could always count on Michael to get the job done, even if it involved long hours. Michael also has an ability to see where a problem is likely to develop before it happens, and quietly steps in to fix it before it becomes a crisis."

— **Nicole Gustas**, managed Michael at Mahalo

"Michael is a hard worker with a positive attitude and a genuine desire to accomplish work assigned to him in a timely, high-quality way. He is versatile and able to problem solve creatively."

— **Lelah Baker-Rabe**, managed Michael at Mahalo

"During my time as Editorial Director at Mahalo, Michael Arcand was one of the most reliable and dependable of our off-site contracted contributors. He readily tackled any tasks that were asked of him and produced helpful search engine result pages for our users in a timely fashion."

— **C.K. Sample III**, was Michael's client

"Michael was very dedicated, was a quick learner who understood the details of a business that demanded managing multiple clients, a diverse workforce, and key factors that could change from day to day. He always did what it took to make his center successful and to exceed client expectations. I would recommend Michael also on the basis of his character and honesty."

— **Dave McGraw**, managed Michael at Telequest

[Contact Michael on LinkedIn](#)