

Michelle McAnally

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Michelle is a versatile content creator and heritage specialist.

She delivers engaging and brand boosting content, focussing on culture and heritage for print and digital clients, from festivals and media companies to tourism direct marketing organisations and small to large businesses and non profits. Her areas of expertise include SEO savvy website and social media content, travel writing and heritage projects.

With a background in journalism and archaeology, Michelle has authored or co-authored arts, recreation and heritage grants worth more than a quarter million pounds. She co-owns a 5 star Scottish media and travel company and is an STGA certified tour guide for Oban.

Imagine Alba, Co-founder

2017-present

- Founded a Scottish travel brand featuring digital magazine, podcast, social media and website with thousands of organic followers.
- Generate all media in-house as copywriter, photographer, videographer, CAA approved drone pilot & musician.
- Manage budget and accounting.
- Offer 5 star guided driving & walking tours and bespoke local experiences as a Scottish Tourist Guide Association certified guide for Oban.
- Nominated for Scottish Rural Awards in Best Tourism Initiative and Best Start Up categories.

Freelance content creator & producer

2005- present

- Generate sparkling editorial, photographic and video content for digital and print.
- Social media manager, SEO expert and consultant with proven record of growth.
- Create newsletters and press releases.
- Manage employees and marketing budgets.
- Coordinate recordings, filming and influencer visits and oversee print production.
- Conform to accessibility requirements and GDPR.
- Produce live & online arts performances, tours, festivals, heritage and educational programmes.
- Clients include: Oban & Lorn Tourism Alliance, Bid4Oban, Holiday West Highland, Scottish Field, The Oban Times, West Coast Review, Delta Magazine, US Government, Lismore Gaelic Heritage Centre Centre and Oxford Shakespeare Festival.

Consulting archaeologist

1995-present

- Experienced in all phases of heritage work, from excavation and research to processing and report preparation. Specialties include cemetery conservation and public archaeology.
- Authored or co authored more than £136K in heritage preservation & education grants.
- Conduct tours of historic sites and develop educational/interpretational materials for all ages.
- Create and manage budgets and employees.
- Clients include Caesarea Israel Maritima Consortium, US Government, Cities of Vicksburg and Natchez, Parsons Engineering and Friends of Kilbride.

PMQ Pizza Magazine

2012-2013

- As Food Editor, wrote and edited news, feature stories on the restaurant industry for one of the world's largest restaurant trade publications.
- Helped manage social media accounts.
- Hosted, wrote and co produced weekly YouTube programme.

Smithsonian Institution

October 2004- July 2005

- As a folklorist, collected oral histories for the Ralph Rinzler Folklife Archives and 2005 Smithsonian Folklife Festival.
- Served as a presenter & moderator at the Festival in Washington D.C.

US Forest Service

1999-2005

- Served as Writer/Editor & District Archaeologist for the Holly Springs District in Oxford, MS.
- Prepared written material including press releases, marketing & educational materials, legal documents, maps, interpretational signage and district communications.
- Conducted heritage surveys and research.
- Authored and administered £145K in recreation grants.
- Managed volunteers and budgets.
- Organised public events and created newsletters.
- Garnered regional Best Improved Public Relations award and several cash awards for outstanding service.

Election commissioner

2010-2013

- Oversaw local voter enrolment and elections for the town of Taylor, MS.

Education

- Masters of Arts, Anthropology. University of Mississippi
- Bachelor of Science, Broadcast Journalism. Mississippi University for Women

Volunteer Work

- Trustee, Communications Coordinator, and Fundraiser for Friends of Kilbride.
- Archaeologist, Lismore Nave Project, Dunollie Castle, Historic Kilbride.
- On air personality, Oban FM
- Director, Taylor Farmers' Market
- English Tutor, Good Shepherd Community Centre
- Executive Fundraiser, United Way of West Central Mississippi

Hobbies

- Cooking, gardening, playing drums, hiking and travelling.