



MICHELLE BUCHANAN-LIND

A Writer's Ink

Professional Support with a Writer's Touch



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Opening Letter



Hello and Welcome!

I'm Michelle, and I'm a freelance writer and virtual assistant. I help small business owners with their pain points so they can focus on the work that's important to them.

I founded A Writer's Ink in 2020 with the initial goal of editing and proofreading, but I'm a lifelong learner and quickly realized there was more I wanted to do.

2024 brought change to A Writer's Ink when I discovered the world of Virtual Assistance. Virtual assistance allows me to help others and use my creativity.

My niche is email management and marketing, but I have other talents too.

The next several pages contain a sampling of my work, both professional and personal.



Sincerely,
Michelle Buchanan-Lind

MICHELLE BUCHANAN-LIND

■ 720-299-0568 | ✉ ■ michelle@a-writers-ink.com | ■ a-writers-ink.com | Denver, CO

PROFESSIONAL PROFILE

Experienced writer, editor, proofreader, and content creator with a background in education and virtual business support. Skilled in producing engaging written content, managing digital communications, and creating materials that enhance brand presence. Owner of A Writer's Ink, a virtual assistant and content creation business helping small business owners maintain their online visibility and focus on growth. Strong interpersonal communicator with proven organization and leadership abilities.

PROFESSIONAL EXPERIENCE

Owner | A Writer's Ink | 2020–Present

- Provide writing, editing, proofreading, and content creation services for small business clients.
- Manage a website for a home contractor, including blog writing, social media updates, and general content strategy.
- Write memoir, narrative nonfiction, and opinion/editorial pieces published on Medium and WordPress.
- Develop and manage social media content across Facebook, Instagram, YouTube, and Threads.
- Organize and manage client communications, email inboxes, and newsletters.

English Teacher | Jefferson County Public Schools | 1997–2023

- Taught writing composition, grammar, research, and literature at multiple grade levels.
- Edited and proofread written work for students and colleagues.
- Developed original lesson plans and educational materials to improve engagement.
- Served on leadership and collaborative teams to enhance communication and organization.
- Managed classrooms and coordinated communication between faculty, students, and parents.

EDUCATION

- Master of Arts in Education: Learning and Teaching — Regis University
- Bachelor of Arts in English and History — Metropolitan State College of Denver

SKILLS

- Writing & Editing: Copywriting, Content Creation, Proofreading, Technical Writing, Blogging, Newsletters
- Digital Tools: Google Workspace, Microsoft Word, Outlook, Zoom, WordPress, Canva, Telegram
- Professional Strengths: Communication, Research, Organization, Time Management, Creativity, Collaboration, Leadership

VOLUNTEER EXPERIENCE

Denver Animal Shelter — Volunteer (October 2023–Present)

COPYWRITING

Cinchio Solutions

I was hired by Cinchio Solutions in November 2024 to write copy, including blog posts, as they updated their website.

I was unfamiliar with the company and its product, so I spent significant time learning more about both.

I researched other companies that have a similar product, looking at how they structured their websites and copy. I also did my own research to better understand the product(s) and the industries that could benefit from it.

I enjoyed learning more about digital platforms and how they impact our lives and businesses.

**Open the link to see my copywriting for Cinchio Solutions:
Portfolio**



Blogs and Newsletters

I truly enjoy creating blogs and newsletters. Why? I consider what I as a consumer might want to read, and then I research those topics to create my blog posts and newsletters.

Currently, I write a blog for a general contractor, so I focus on topics I believe his clients might want to read. I've learned about different types of windows, doors, and flooring, as well as the many aspects of the industry, like estimating.

[Link to contractor blog](#)

Additionally, I wrote three different blogs for Cinchio Solutions, learning about the benefits of digital platforms in various industries.

[Link to tech blog posts](#)

I was hired to write an introductory letter for a local artist. [Here is the letter.](#)

A chiropractor thought he wanted to have a blog on his website. I researched and created two potential blog posts about Gluteal Tendinopathy, which is viewed here: [Link to GT](#), and when to [Seek Chiropractic Care](#)

My newsletters are designed with my client and their customers in mind. Few people want to read lengthy newsletters, so I keep in mind length and interest level while considering what my client wants to convey.

Here are some samplings of my newsletters:

[January 2025](#)

[July 2025](#)

[October 2025](#)

[March 2025](#)

[August 2025](#)

[November 2025](#)

[May 2025](#)

[September 2025](#)

Personal Writing Samples

Writing has been an important part of my life. I started keeping a journal at 13, which helped me cope with my struggles and record my joys. Additionally, I started writing letters to the editor, usually about education, when I was in my 20s.

In recent years, I published on Medium, and now I've moved to Substack. I write memoir, opinion-editorial, and argumentative articles.

Here are some of my writing samples:

A Mother's Reflection

From Macbeth to Maga

Tales from the Invisible Woman

Another School Shooting, Another Day at School

Our Brains Get Sick Too

5 Books You Need to Read

Not Another One: Stopping the Suicide Epidemic Among Young Men

No, You Are Not the Fashion Police

WEBSITES

Created, Redesigned, Maintained

My first client hired me to maintain his website. He had hundreds of pictures he wanted organized and added to show his clients examples of his work.

**He uses Wix as his hosting platform. Here is a link:
Lindworks, LLC**

My next client, a chiropractor, wanted to refresh his outdated website.

**His hosting platform is WordPress, and I've included a link:
Core Mountain Chiropractic**

A health and wellness coach who is just beginning her business reached out for help in creating her website. We spent time discussing her favorite colors, reviewing her personal pictures, and defining her brand voice.

**She also used WordPress, and here is a link to her website:
Life's Journey Health and Wellness Coaching. Her website is in progress, but she felt it was important to have something for potential clients to reference.**

I've enjoyed learning about website creation, finding out my clients' visions for them, and putting together something that makes their visions come to life.

All clients used their own pictures instead of stock photos, and each wanted colors and fonts that expressed their brands clearly. I captured their brand voices on their websites.

Graphic Design

I'm not formally trained in graphic design, but I am trained in Canva.

Below are samples of my work.

Advertising, including Facebook Adverts

Veterans Chiropractic Care

Coffee Shop

Animal Adoption Event

Church Event

All Saints Feast Day

Knights of Columbus Membership Drive

Travelmation Cruise Advert

Travelmation FB Ad

Mood Boards and Logos

Life's Journey Mood Board

Travelmation Mood Board

Travelmation Logo

A Writer's Ink Logo

Lindworks' Logo

Party Invitation

Party Invitation

**Whiteboard Project
Onboarding**

Videos & Slide Decks

Because my general contractor/handyman client has many photos from his jobs, I decided to showcase his work with videos and slide decks. This way, his clients can better understand what he does and how he does it.

1897 Bathroom Remodel

A Dream Bathroom

Transforming Outdoor Spaces

A Deck Project: Start to Finish

No One Likes Doing Laundry, But...

Rustic Cabin Remodel

A Living Space Transformed

I also created a short video for the Knights of Columbus membership drive

KOC Membership Video

Contact Me



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A Writer's Ink



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