

MICHAEL J KELLY, CAIA®

Professional Writer and Content Creator

24 Teaberry Court · Higganum, CT · mizecuse93@gmail.com · C 203-918-7299

MY PROFESSIONAL BOILERPLATE

- Demonstrated track record of creating high-value and informative strategic messaging that invites itself into people's minds, sticks in their heads, and nags at them on their way to work
- 23 years of business communications experience, largely centered on financial services
- Proven ability to translate technically complex investment ideas and information into creative and conversational copy
- Team leader. Agile and efficient in execution. Always intellectually honest with peers, managers, and direct reports
- Proactive in resourcing knowledge and market data
- Work collaboratively and comfortably with all levels of business

BUSINESS WRITING PHILOSOPHY

- **Start in the middle.** Don't start your story, "I woke up, brushed my teeth, had a wash and ate my breakfast." Start, "I did not eat your jeans. Well, not on purpose anyway." It's the same in business. You've got to get people hooked from the start
- **Don't go on, please.** Good writers don't just 'craft' words. They ask, 'What's the story here?' Find the story, and ruthlessly cut everything else
- **Stop writing technically.** Most of us do not talk technically. We shouldn't write technically either
- **There are two types of writing.** Great short writing that gets your attention, tells you something, and leaves an impression. Great long writing — essentially lots of great short writing seamlessly stitched together
- **Bring your personality to writing.** We trust people more than we trust faceless organizations. Sound like a person, not a corporate robot, and you are more likely to engage, inspire, and persuade
- **Have an opinion!** Obvious one, this. But it's more interesting listening to someone who's got something to say, isn't it? Even if you don't agree

RECENT EXPERIENCE

- | | |
|---|--------------------------------|
| Apollo Global Management, Inc.
Principal, Strategic Communications | New York, NY 7/25 – present |
| Franklin Templeton Investments
(K2 Advisors)
Senior Writer, Global Thematic Marketing | Stamford, CT 7/10 – 7/25 |
| Aetna Capital Management
Client Communications Manager | West Hartford, CT 12/05 – 7/10 |
| Citigroup Asset Management
Institutional Marketing Associate | Stamford, CT 8/04 – 12/05 |

MOST PROUD OF PROFESSIONALLY

Creating the *K2 Perspective* communications program

Developed and led the *K2 Perspective* program, a monthly editorial-style communication series that delivered market and macroeconomic insights to clients, consultants, prospects, and other key stakeholders. The series became a signature element of K2's messaging, elevating the firm's visibility in the alternatives space and differentiating its brand from competitors.

The *Perspective's* consistently generated strong engagement, were frequently syndicated in industry publications, and helped position K2 alongside respected communicators in the field—earning comparisons to the widely followed letters of Howard Marks and Bill Gross. Smart, creative storytelling opens doors, strengthens brands, and builds lasting trust with clients.

Earning the Chartered Alternative Investment Analyst designation

For someone who is a right-brain dominant personality, this was quite the accomplishment

My comprehensive portfolio of content

RFP responses, press releases, white papers, ad copy, executive speeches, web copy, client letters, presentations, video scripts, audio scripts, blogs, newspaper articles, market commentary, etc. etc. etc. You name the medium and subject matter – I've probably written for it and about it

EDUCATION

Bachelor of Arts, Political Science
Syracuse University

Syracuse, New York

Chartered Alternative Investment Analyst (CAIA)

CAIA ID: 10671
Charter ID: 3190