

A dark, atmospheric street scene at night. The street is paved with cobblestones and lined with buildings. Several street lamps are visible, casting a warm, yellow glow. The sky is dark and overcast. The overall mood is mysterious and quiet.

MICHELLE COLLINS

Professional AI Portfolio

About Michelle Collins

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Creative content strategist, published author, and AI-assisted designer with hands-on experience building digital products, websites, marketing campaigns, and branded content using ChatGPT, Claude, Canva, browser-based development tools, and AI creative workflows. Experienced translating ideas into polished written, visual, and interactive content while maintaining a consistent brand voice across multiple platforms.



“My passion is creating experiences with story telling,
no matter the format”

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AI Creative Workflow



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How I Collaborate with AI

Idea

My own idea or client request



Research

Perplexity, Gemini



Prompt Engineering

Chat GPT, Claude



AI Draft

Chat GPT, Claude



Human Editing

Adding context, structure, voice

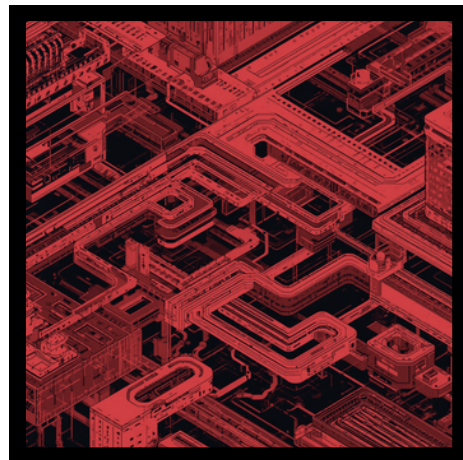


Visual Design

Canva, Chat GPT



Final Delivery



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Writing Samples



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Building Engaging Narratives

Storybound Product Description

InkVault is your personal book marketing dashboard – a private, offline tool that keeps every piece of information about your published books organized, searchable, and ready to copy in a single click.

If you've ever opened three different documents trying to find your ASIN for an ad campaign, or dug through Goodreads trying to remember which review said "unputdownable," InkVault was built for exactly that moment.

WHAT'S INSIDE EVERY BOOK PROFILE:

Book Identity – Title, series info, genre, tropes, status, publication date, and every identifier you need (ASIN, ISBN-10, ISBN-13, LCCN) – each with a one-click copy button

Blurbs & Copy – Your tagline, short blurb, and long blurb stored with live word counts, ready to paste into any retailer page, submission form, or newsletter swap

Author Bios – Short and long versions, always current, always one click from your clipboard

Buy Links Library – Every retailer link (Amazon, B&N, Kobo, Apple Books, Audible, and more) organized per book with copy AND open buttons

The Quote Vault – A searchable, filterable collection of every review and reader reaction you've ever received. Tag quotes by type, star rating, and approval status (Ads / Social / Press) – then copy with attribution in one click

Marketing Asset Tracker – A visual checklist of 18+ marketing materials per book with a progress bar, so you always know what's launch-ready

Instant Media Kit Generator – Click one button and InkVault assembles a complete, formatted press kit from everything stored in that book's profile – ready to paste into any media inquiry or submission email

Global Search – Search across your ENTIRE book catalog at once.

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Building Engaging Narratives

TropeCraft, Writing Guide designed and written by Michelle Collins

TropeCraft Introduction

Romance tropes are the reliable building blocks of the genre, providing readers with the specific emotional arcs they crave. Everyone has a favorite trope. Or two, or three, or you get it.

Using tropes is not only a great way to hook readers instantly, because they know what they'll be getting, it's also a way to sell and categorize your books too. It's like a universal language between authors and their readers; a way to signal what's coming without giving away any important spoilers.

Truly, there are some readers out there who don't read the blurbs (shock!), they look at the tropes and decide to read or not based on that alone.

So, yep, they're important. Although knowing what they are and using them effectively are two different beasts.

There are expectations involved when you list under a trope, and if you don't fulfill those, well, you're going to lose readers.

Building Engaging Narratives

TropeCraft, Writing Guide designed and written by Michelle Collins

Inside page: Enemies to Lovers

What is it – Two characters who genuinely dislike or rival each other are forced to interact, leading to high-tension banter, escalating friction, and an eventual shift from opposition to devotion.

- Emotional promise: Heat, tension, and the thrill of watching walls come down.
- Reader expectations: Sharp chemistry; clear reasons they clash; gradual softening; a moment of reluctant teamwork
-
- Common mistakes: “Enemies” who are merely mildly annoyed; cruelty with no accountability; switching to love too fast.
- Escalation ideas: Competing goals → forced collaboration → sacrifice → public choice of each other.
- Scene prompts: A public argument that turns into a private truth; one defends the other (“Touch them and die” energy); they discover a shared enemy.

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Building Engaging Narratives

Storybound Creative & Covers

Website Copy

StoryBound was created by an indie author who understands both the creative chaos and the emotional magic of storytelling.

What began as a boutique premade cover studio has grown into a collection of elegant tools, covers, and creative systems designed specifically for indie romance and fantasy authors.

From cinematic cover design to interactive writing tools like StoryLine, InkDNA, and other author-focused resources, every product inside StoryBound is built with one goal in mind: helping writers create immersive stories with more clarity, confidence, and inspiration.

We believe authors deserve more than generic templates and overwhelming software. StoryBound combines beautiful design with practical functionality, creating tools that support both the artistic and organizational side of writing.

Whether you're publishing your first novel, plotting an epic fantasy series, building a dark romance universe, or simply trying to bring order to the hundreds of ideas living in your head, StoryBound exists to help your stories feel more possible.

Because great stories deserve beautiful systems.

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Building Engaging Narratives

Excerpts from my romance fiction

My author bio

Cat Collins is the #1 bestselling author in her home. No really, her husband wrote a training manual for work once. Sold one copy to his boss.

She writes what she likes to read: swoony alphas, witty dialogue, and steamy scenes that make your heart (and various other parts) flutter.

Her Diminishing Magic series has garnered praise from reviewers and a 5-star Readers' Favorite review for its hilarious banter, sexual tension between characters, and turns you never see coming. Described as a "twisty bundle of fun," and a "rollercoaster ride you won't want to get off," The series includes elemental magic, wolf shifters, and a main character full of sass.

A reading interventionist by day, a reader and binge-watcher by night,

Cat lives in the Southern US with her aforementioned husband, two kids, and two cats, one of whom likes to edit as Cat is writing by jumping on the keyboard unexpectedly. Any stray typos must certainly be the work of Poe.

short blurb- Christmas book

After Rudy (yeah, the one with the red nose) broke Vixen's heart, Santa sends her on a "vacation" to the South Pole.

But Santa's version of vacation is to break into teams and play holiday games for twelve days. Vixen gets stuck on a team with a lumberjack yeti, Jack Frost, and the North Pole's sexiest elf & they're determined to help her get over Rudy.

If she make it through without falling for one (or all) of them, it'll be a Christmas miracle.

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Building Engaging Narratives

Full blurb - urban fantasy romance book

, , welcome to Between, Nevada, where the residents know there are two sides to every curse.

Fallon's Light Roast: Having a wreck and getting a ticket were just the beginning of my problems. Wait, no, just the beginning of my curse, if you could believe that nonsense. I didn't have the time or the brainpower to believe in curses. I had a new coffee shop to run and bills to pay, including a ticket for the wreck I didn't cause. Imagine my surprise when I started seeing people's futures in their coffee cups. Didn't have a choice about believing in that stupid curse then. When I saw the future of my hottest customer featuring me on my, ahem, knees, I suddenly wasn't sure if disbelieving was a good thing. That was definitely a future I could support.

Esme's Black Tea: Everyone in Between knew about the witch's cursed bird. Heck, my family's business profited every time that bird appeared. I just never thought it would show up in my life. At the worst time ever. I'd been on my way to break up with my boyfriend and put Between in my rearview when the Wayward Warbler struck, chaining me to the town until I got rid of the curse. I figured it would be easy, but when I started actually seeing people's pasts in my tea leaves, including the grease monkey fixing my car and the past we'd shared, easy was the last thing it was.

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Building Engaging Narratives

Historical Narrative short story, written for Historic Arkansas Museum

October's Child – Chapter One excerpt

June, 1848 - Eleanor

One-thousand, three-hundred, forty-two paces lie between our Grog Shop to Mr. Woodruff's Print Shop. I knew this because I took that journey often. More often than I should've. Certainly, more often than my father would've approved of.

That is, of course, if he'd known how often I lurked there. He didn't know.

Not until October when the days were golden mellow reminders of summer's farewell and the nights were crisp with possibility. I was October's child—sunshine sky and nightfall's secret. I was both of those things. Though I didn't know it then.

The predicament I found myself in was partially my father's fault. He'd sent me to the Print Shop in the early days of June, asking me to beg Mr. Woodruff to allow our advertisement into the Gazette, though it was a full day past the advertising deadline. My father always dallied, even with important things such as this—and though he assured me the previous day that he was going straight to the Print Shop, I discovered he never made it.

Instead he'd been waylaid by the enthusiastic chair of the church's bereavement committee whose good intentions turned into yet another tear-filled memorial to my mother.

My father's tears were sinking our Grog Shop.

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Building Engaging Narratives

AI Assisted Business Design & Development

My brand of author tools, guides, and book covers, created with AI.

[StoryboundCovers.com](https://storyboundcovers.com)

Published Author & Brand

As a published romance author, I developed and maintain my own author platform, including website content, brand messaging, reader resources, and promotional materials.

<https://catcollinsbooks.com/>

Entertainment Writer and Editor -

I wrote and edited TV and movie news and recaps. You can still see my articles here.

[NerdsandBeyond](https://nerdsandbeyond.com)

Note: I do all the social media posting for both my author and business. Some with AI assistance.

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Visual Design



Objective

Create a hero image for a landing page promoting Arkansas Historic Museum Tours

AI Tools

ChatGPT + Image Generator + Canva

Creative Direction

Warm golden-hour lighting
Authentic frontier architecture
Inviting rather than spooky
Space reserved for marketing headline

Brand palette emphasizing heritage and craftsmanship

Result



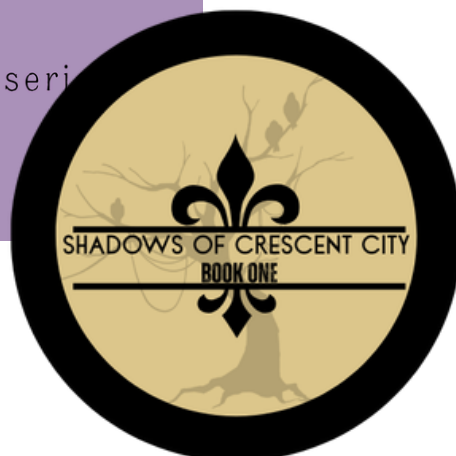
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Designing Visual Experiences

AUTHOR & SERIES LOGOS



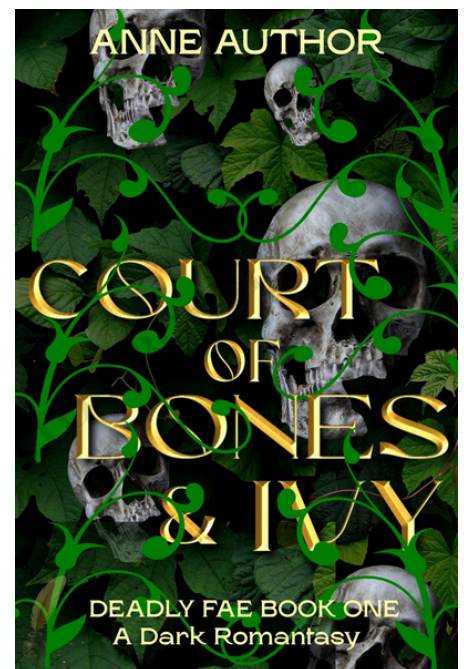
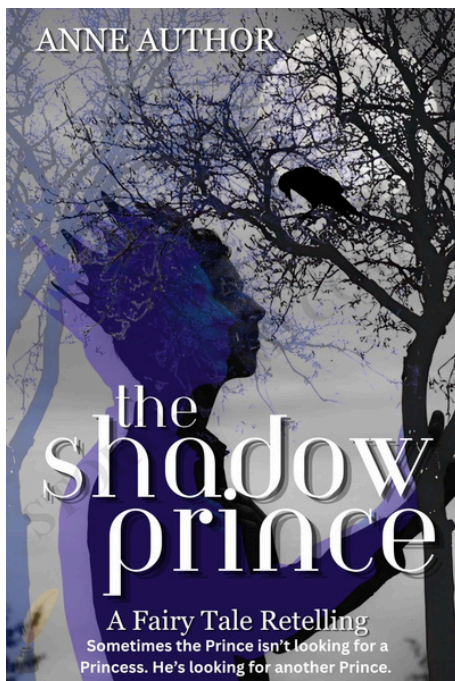
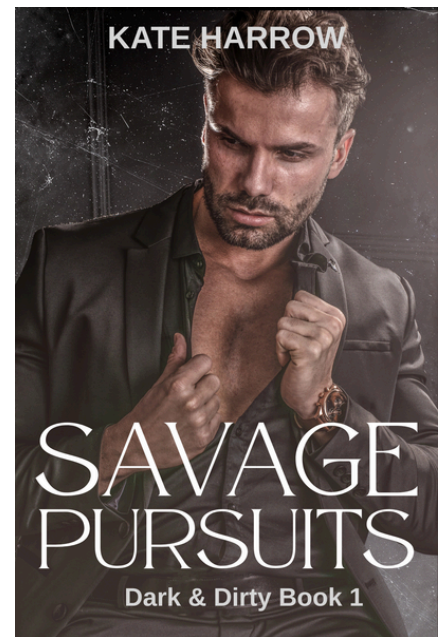
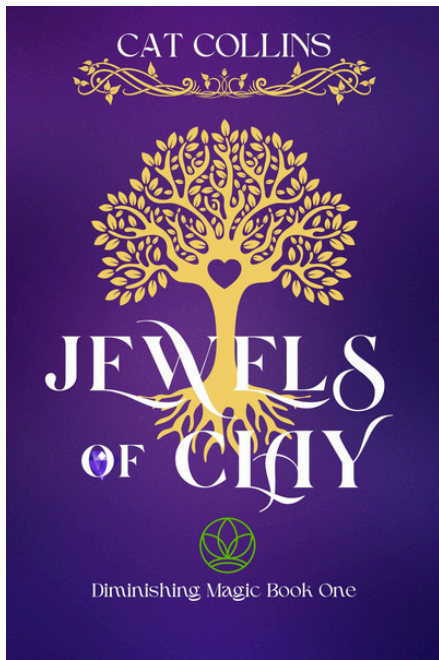
Blackwood Brothers series
No one knew what lie beyond the gate.



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Designing Visual Experiences

BOOK COVERS (personal & client)



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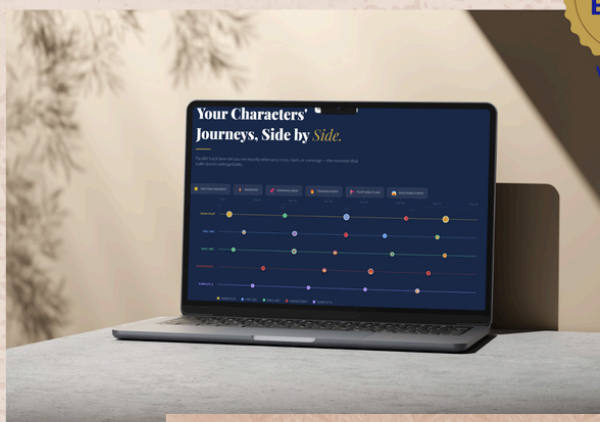
Designing Visual Experiences

PRODUCT IMAGES

StoryLine by Storybound for Authors

A browser-based timeline and plotting tool designed specifically for fiction writers. Access it through any modern web browser without installing software.

Browser Based



Web App Helps You:

- Find plot holes before they happen
- Track multiple character arcs
- Plot tone, intent, goals, and everything you need to keep your characters from taking over your

WriteSpark by Storybound

Calendar
May 2026

Today

WORDS TODAY: 2,360

CURRENT STREAK: 10

THIS WEEK: 9,814

THIS MONTH: 12,609

Today's Sessions

The Ember Gate Chronicles: 2,360 words

"There is nothing to writing. All you do is sit down at a typewriter and bleed."
— ERNEST HEMINGWAY

Your Projects

The Ember Gate Chronicles (FANTASY): 35,906 / 90,000 words. You need 301 words/day to finish by 2026-11-04.

Love in the Long Run (ROMANCE): 28,612 / 75,000 words.

Calendar view or dashboard view, whichever makes you feel like you're crushing it!

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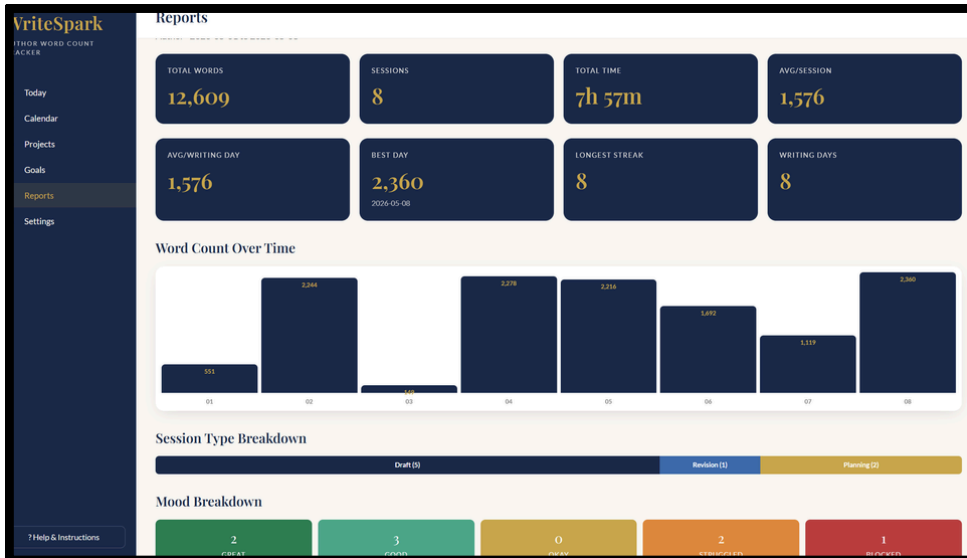
Designing Visual Experiences

PRODUCT IMAGES - Designs for Authors



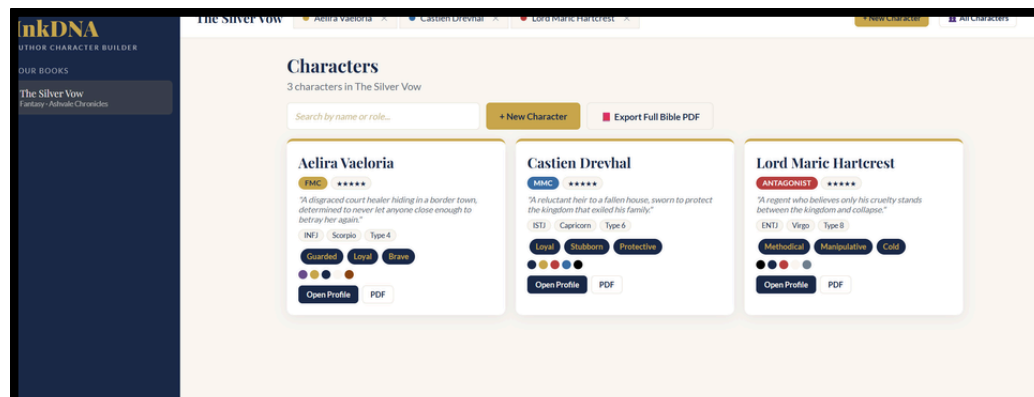
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Storybound Creative



STORYBOUND creates elegant tools, exclusive covers, and creative systems designed specifically for indie romance authors.

From plotting timelines to character development to cinematic cover design, every product is crafted to help authors create immersive stories with less chaos and more confidence.



Built for writers who want structure, organization and beauty.

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Creating Interactive Digital Products

I designed a series of html author dashboards for my business, Storybound Creative.

I vibe coded with Claude first, and after some creative back and forth, I took the code to Lovable and Replit, finally working out any bugs with Claude and ChatGPT.

I used Chat GPT to brainstorm how to deliver products to my customers and to help me figure out the best sales angles and marketing strategies.

Next, I built my Hostinger website with their website builder tool, working to get the elegant vibe I was looking for.

The products are:

AuthorBooks - an interactive web app designed to help authors keep track of their finances with these features:

InkDNA - helps writers move beyond simple character profiles and build people who feel real on the page.

InkVault - a personal book marketing dashboard – a private, offline tool that keeps every piece of information about your published books organized, searchable, and ready to copy in a single click.

StoryLine -a browser-based timeline and plotting tool designed specifically for fiction writers. Access it through any modern web browser without installing software.

WriteSpark - not just another tracker. It's a browser based writing tool designed to help authors track word counts in multiple projects and organize their writing into momentum that builds books.

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Creating Interactive Digital Products

The screenshot displays the InkDNA Author Character Builder interface. The main window shows a character profile for 'The Silver Vow' with fields for 'WHERE THEY END', 'THEIR ROLE IN THE THEME', 'FIRST APPEARANCE', 'LAST APPEARANCE', and 'DO THEY SURVIVE THE STORY?'. A 'Name Generator' overlay is active, showing filters for 'ORIGIN / CULTURE' (Italian), 'GENDER LEAN' (Masculine), and 'STARTING LETTER' (Any letter). The 'VIBE' section includes options like Strong, Soft, Mysterious, Romantic, Fierce, Earthy, Elegant, Quirky, Old-Fashioned, Modern, Exotic, Familiar, Dark, Light, Noble, and Common. A 'Generate 12 Names' button is visible, and a grid of generated names is shown below, each with a 'Save' and 'Use' button. The names include Lorenzo Romano, Luca De Luca, Romeo Romano, Matteo Ricci, Salvatore De Luca, Enzo Marino, Marco Costa, Giovanni Romano, Dante Costa, and Cristiano Romano. A 'Save Character' button is at the bottom right.

InkDNA
AUTHOR CHARACTER BUILDER

YOUR BOOKS
The Silver Vow
Fantasy / Ashvale Chronicles

+ New Book
Settings
Help & Instructions

The Silver Vow

Aelira Vaeloria x Castien Drevhal x Lord Maric Hartcrest x New Character x All Characters x Name Generator

WHERE THEY END

THEIR ROLE IN THE THEME

FIRST APPEARANCE Chapter / scene LAST APPEARANCE Chapter / scene DO THEY SURVIVE THE STORY? Yes No Unknown

I. Notes & Extras

Chapter 1 Chapter 38

Name Generator

ORIGIN / CULTURE Italian GENDER LEAN Feminine Neutral Masculine STARTING LETTER Any letter

VIBE (PICK UP TO 3)

Strong Soft Mysterious Romantic Fierce Earthy Elegant Quirky
Old-Fashioned Modern Exotic Familiar Dark Light Noble Common

+ Generate 12 Names

Lorenzo Romano <i>laurel</i> Save Use	Luca De Luca <i>light</i> Save Use	Romeo Romano <i>Roman</i> Save Use
Matteo Ricci <i>gift of God</i> Save Use	Salvatore De Luca <i>savior</i> Save Use	Enzo Marino <i>ruler of the home</i> Save Use
Marco Costa <i>warlike</i> Save Use	Giovanni Romano <i>God is gracious</i> Save Use	Dante Costa <i>enduring</i> Save Use
Cristiano Romano <i>Christian</i> Save Use		

Save Character

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Thank you for reading my portfolio. I'm happy to answer any questions you may have or provide further information should you need it. I hope you'll find we can work together.

P



Michelle Collins

Creative professional with experience in tourism storytelling, entertainment journalism, publishing, AI-assisted content creation, educational writing, and digital product development.