



#MichelleNault

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Portfolio: [MichelleNault.carbonmade.com](https://michellenault.carbonmade.com)

Professional Profile

Strategic and resourceful creative director, content producer and marketing professional with a 18-year career spanning graphic design, brand strategy, social media and content marketing, photography, video production and copy writing.

- **Creative:** Whether designing branding campaigns to launch new products, creating sweepstakes and events to drive marketing and sales initiatives, or creating targeted and engaging social content, I produce results-focused and effective marketing and design solutions.
 - **Strategic:** Demonstrated history understanding market trends, evolving best practices, developing effective processes and meeting project objectives.
 - **Resourceful:** Recognized for finding resourceful solutions when faced with budget or technical limitations.
 - **Leader:** Successfully launched and managed day-to-day operations for graphic design and production studio; directed creative, support and social media customer service teams with high integrity.
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Skills Summary

- Graphic Design
 - Marketing and Promotions
 - Brand Strategy
 - Creative and Business Copy Writing
 - Professional Photography (NaultPhotography.com)
 - Digital Illustration
 - Event & Tradeshow Production
 - Social Media Marketing, Content, Strategy, Implementation and Management.
 - Video and Audio Production
 - Vendor and Client Relationship Management
 - Proficient in Microsoft Office Programs Including: Word, Excel, Note, PowerPoint and Outlook
 - Proficient in Adobe Master Suite CC: Photoshop, Illustrator, InDesign, Premiere, Audition and Lightroom (Learning After Effects), as well as miscellaneous support programs, plugins and WYSWYG video programs.
 - Wordpress Website Designer, Social Media Marketing: Facebook, Twitter, Youtube, Google+, Linked In, Link to Expert, Tumblr, Pinterest, Instagram, Flickr and More
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Work History

Creative Director/Co-Founder

Out Front Brands (OFB), OutFrontBrands.com, Facebook & Twitter @OutFrontBrands; #freshfiercefoward

Jan 1 2014 - Present

- Recruited while working with FIS to produce OneSource Real Estate University for previous employer Stenmuck & Associates, LLC. Responsible for all logistics, creative, marketing and support. Recruited and trained support team and partner to produce, manage and execute the event. Formed Out Front Brands to support this primary client. Responsible for site selection, vendor management, branding, creative and marketing execution, establishing and managing budgets. liaising with trainers and investor, set design, room décor and all B2B and B2C marketing and promotional materials. (9 month project scope.) (Event Overview: OneSourceREU.com)
- Create branding, marketing materials, websites videos and social strategy and management, content marketing and more for Out Front Brands, OneSource Real Estate University, as well as all new clients including: OneSource IPS/ Pittsburgh, RaceHawk events, a division of Florida Race Place Magazine, The Heart Gallery of Pinellas & Pasco County, Prevent Blindness Florida, Tampa Bay Businesses for Culture & the Arts, Sustainable Business Coalition and several miscellaneous small businesses throughout Tampa Bay.
- Strong focus on social media marketing, content marketing, live-to-Facebook event reporting.
- Produced all sales proposals, Slideshare and PowerPoint presentations to help secure new clients.
- Trained clients how to sustain and manage their social media channels by using Hootsuite and buffer.

Marketing Manager/ Creative Director
 FIS- Emerging Commerce- North America Card Solutions

2011-
 Jan 1 2014

- Social Media Director and Content Marketing specialist, ScoreCard Rewards ([Facebook.com/ScoreCardRewards](https://www.facebook.com/ScoreCardRewards); [Twitter.com/ScoreCardReward](https://twitter.com/ScoreCardReward); [Pinterest.com/ScoreCardReward](https://www.pinterest.com/ScoreCardReward); [Youtube.com/ScoreCardRewards](https://www.youtube.com/ScoreCardRewards)). Launched social media campaign, grew targeted Facebook fan base from one to 20,000 targeted, engaged followers in less than one year. Produced all content plans, sweepstakes and contests- geared towards increasing card-holder engagement and client participation. Managed \$95 k social media marketing budget and maintained strong vendor relationships. Concepts and production for all promotional videos and executed Facebook sweepstakes.
- Managed branding, design and marketing initiatives for Primary Loyalty program: ScoreCard Rewards, as well as 31 other payments products.
- Produced annual cardholder sweepstakes served as expert consult for all custom client sweepstakes. Secured bonds, Coordinated with legal department, wrote and designed all marketing materials as well as internal support materials. Directed team stakeholders to produce print, digital and video marketing, and execute live event prizes. Sourced prizes, created all B2B and B2C communications including press releases. Produced "Warehouse Dash" prize. Scripted and directed promotional videos, secured and coordinated remote production team. More than 2,000 financial institutions and 6,000,000 cardholders participated annually. (Event recap video from 2012: [ScoreCardRewards.com/Dash](https://www.ScoreCardRewards.com/Dash)).
- After FIS acquired a new loyalty product as a result of a merger, served as team lead for rebranding and reintroducing a convenience store anchored loyalty product. BP Driver Rewards was our first National client. Designed all B2B and B2C marketing materials and wrote all communications, as well as defined, priced and sourced all materials we sell to clients. Supported all new client program launches, including marketing consultations to determine scope. Created B2B sales materials, wrote B2B case study and produced client testimonial video and product website. Generated \$42k in revenue resulting in outsourcing my design services in Q1 2013.
- Managed \$500k+ annual marketing budget for Retail division.

Creative Director, Video & Audio Producer, Graphic Artist, Photographer, Social Media Director
 Michelle Nault & Associates, St. Petersburg, FL

2004-2010

- Clients included: Stemnock & Associates, Florida Blood Services Foundation, Hillsborough County Chiropractic Society, Florida Chiropractic Association, Hammersmith Management, Advanced Diagnostics Group, Heart Gallery of Pinellas and Pasco Counties, Managed hundreds of branding and design projects for a diverse range of products, services and clients. Maintained strong, long-lasting relationships with clients, talent and vendors that I continue to enjoy to date.
- Supported clients with creative, design, production and marketing support, but also sold and supported promotional products through separate division: Nault Promotions.

Creative Director / Marketing Director
 Stemnock & Associates, Tampa, FL

2001-2006

- Produced all graphic design, sales presentations and marketing initiatives. Directly responsible for helping close \$5 million annual sales through development of dynamic multimedia presentations.
- Led creative and production teams and worked with sales staff and training contractors to produce all B2B and B2C marketing and training materials, videos and websites. Designed event stage settings, backdrops and room decor.
- Launched graphic design and video production division: *Media Services Tampa*. Managed day-to-day operations and led all business initiatives.
- Primary clients: Yamaha USA Marine, Yamaha Motorsports Canada, Correct Craft Boats, Chris Craft Boats and Guerrilla Marketing International
- Managed and directed creative talent to achieve all objectives: illustrators, graphic designers, photographers, copy writers, videographers.
- Obtained Certification for online Instructional Designer. Contracted trainers to develop online training modules for Big Rock Sports dealer certification.
- Reported directly to, and worked closely with, the Vice President.

Executive Director

1996- 2012

Hillsborough County Chiropractic Society, Tampa, FL

- **Management:** Responsible for all aspects of society activities, events, sponsorships, marketing and communications for chiropractors.
- **Design:** All print and digital materials to support day-to-day business activities and events.
- **Event Production:** 12 charity golf tournaments; 24 fundraisers; 195 society meetings. Sourced and secured speakers, trainers, sponsors and venues. Produced all marketing materials.
- **Communications:** All marketing materials, newsletters, website and social media marketing
- **Leadership:** Invited to speak multiple times at the Florida Chiropractic Association's Annual Leadership workshops. Consulted with other Florida societies, helped train new Executive Directors in other Florida counties. Created profitable fundraising and community events.

Education*East Carolina University, Greenville, NC*

BA: Creative Writing/English; Minor: Journalism Production

St. Petersburg College, St. Petersburg, FL

Associates: Graphic Design; Concentration: Photography & Marketing

Memberships & Awards

AMA (American Marketing Association); NAPP (National Association of Photoshop Professionals); Outstanding Achievements in Marketing; St. Petersburg College; Outstanding Achievements in Photography; St. Petersburg College; Best Chiropractic Society Newsletter, 5 consecutive years, FCA (Florida Chiropractic Association); Best Society Charity Event, six consecutive years, FCA

Community

Volunteer Photographer for Heart Gallery of Pinellas and Pasco Counties; Planning Committee and Creative Director for "Celebrate Me Home" annual fundraiser in conjunction with the Tampa Bay Rays. (HeartGallerykids.org); Creative Director and former board member, Kickin' for Kids, Inc. (www.KickingForKids.com); Team in Training & Light the Night (Lymphoma Leukemia Society); Florida Blood Services Foundation; Habitat for Humanity; Easter Seals; Operation Helping Hand Tampa; Make-A-Wish Foundation

"Michelle's enthusiasm and dedication to my company's success, not to mention her keen eye for the little details other people miss, give her a unique edge and value above anyone I've ever worked with before. You can always count on amazing creativity and ROI with Michelle."

– **Fred Ryzmek,**
Florida Race Place Magazine & RaceHawk Promotions

"Michelle did a phenomenal job executing the social media strategy for our ScoreCard Rewards product. We were always amazed at the breadth and depth of her creativity and intuitive campaigns, always successfully engaging our financial institutions as well as their cardholders. It was a tricky thing to accomplish in a very conservative environment, but she did it. I would gladly recommend her to any organization who values a high-level of commitment and work ethic."

– **Mladen Vldic,**
Senior Director, FIS Loyalty Services

"From photography, to concept design and implementation, website design, art direction and event execution, Michelle does it all and very well. I have turned to her repeatedly since 1996 because whether working on a non-profit event or a corporate concept, her creative ideas are fresh, and she can always be relied upon to come in on budget and on time!"

– **Marla Grant**
Director of Corporate Relations, Premier Eye Care, Florida

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