

# Michelle Michels

Portfolio: <http://michellemichelswriter.com>

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## OBJECTIVE

Resourceful Account Manager with eleven years of marketing experience. Effective communicator and strategist with a sharp eye for detail and strong work ethic.

## EXPERIENCE

**Instructional Educator**, Leander ISD | Leander, TX *2023-2024 2007-2010*

- Applied data-driven instruction with emphasis on segmentation and engagement
- Delivered personalized instruction through various Learning Management Systems
- Collaborated with teams to analyze and strengthen best practices with instruction and delivery

**Spanish Program Marketing & Growth Specialist**, Leander ISD | Leander, TX *2018-2023*

- Consulted with principals, teachers, and community volunteers to grow the Spanish Volunteer Program by 27% within the 29 elementary schools of Leander ISD
- Designed and delivered virtual and in-person training for volunteers
- Created all communication tools utilized at every level of the program
- Tracked, ordered, and organized inventory of teaching materials for active schools

**Senior Account Manager**, Adcomm Group | Chicago, IL *2005-2007*

- Grew and managed accounts for Anheuser-Busch, Hershey, and National Confectioners Association by strategizing and implementing business plans and creative briefs regarding trade ads, trade shows, direct mail pieces, promotions, and point-of-sale pieces
- Worked closely with our creative team to produce attention-grabbing concepts that were on-point with creative briefs
- Analyzed market trends and adjusted strategies to address new opportunities
- Negotiated favorable media rates, as well as created and maintained media schedules

**Account Manager**, Trade Marketing Group | Chicago, IL *2001-2005*

- Coordinated and grew key accounts for the convenience/vending/drug divisions of Kellogg Company, Philip Morris, and Louis Kemp
- From inception to production, I oversaw the processes for creating trade ads, press releases, brochures, sell sheets, direct mail pieces, promotional pieces, trade show signage, and point-of-sale pieces
- Communicated daily with clients and their sales teams to ensure sales goals were met
- Stepped in for my direct contact at Kellogg Company when he resigned and worked two positions until he was replaced (both client and agency side)

## **EDUCATION**

University Of Illinois | Urbana-Champaign, IL  
Bachelor of Science Degree in Advertising, 3.8/4.0

University Of Saint Francis | Joliet, IL  
Master of Education Degree 4.0/4.0

## **SKILLS**

- Account Management
- Client Relations
- Business Development
- Problem Solving
- Market Research
- Member of The Authors Guild
- Marketing Strategy
- Collaboration/Teamwork
- Press Releases
- Analytical/Logical
- Organizational
- Asana Training
- Content Writing
- Leadership
- MS Office/ Google Workspace
- Website Design
- Editing/Proofreading
- Adobe Photoshop

References Available Upon Request