

## Michelle Bando Gates

Call or Text: 404.550.6632 | michellebando@gmail.com

PORTFOLIO: michellebando.com

### SUMMARY OF QUALIFICATIONS

I have over 16 years of branding and design experience, including 8+ years of managing a department of designers and 4+ years of marketing development experience. I enjoy working through challenging projects and I find joy in developing successful solutions to marketing problems.

### SKILLS

Concept, design and deliver creative and marketing strategies  
Business acumen  
Strong leadership skills with a focus on teamwork  
Able to multi-task and manage multiple projects  
Able to design across multiple media with multiple programs and platforms (MAC & PC)

Strong written and verbal communication skills  
Analytical and situations-driven decision making  
Organized and able to prioritize projects  
Able to meet tight deadlines while maintaining quality within budget  
Able to maintain brand standards and guidelines  
Award-winning design in print, digital and environmental projects

### EXPERIENCE

#### *Sr. Director of Art and Marketing, December 2018 - Present*

GigaMonster Networks, LLC, Marietta, GA

- Design and develop national marketing campaigns
- Launch and manage the successful launch of new markets
- Assist in project management, dept and company-wide
- Develop customer projects, such as self-service portal
- Lead client, customer and vendor relationships
- Assist in the integration of Salesforce as a new corporate platform
- Launch and track new company-wide initiatives
- Lead teams of marketing support, including, design and analytics
- Initiate corporate events, platforms and initiatives
- Lead Corporate rebranding and design team
- Drive revenue and identify missing revenue opportunities
- Consolidate branding of acquisitions

#### *Freelance Art Director, May 2004 - Present, Woodstock, GA*

- Design and manage projects for various clients to meet client budgets and timelines
- Manage accounts for over 12 freelance clients to maintain superior client relationships
- Client List: JRM Management, North Georgia State Fair, Shrine Circus and Fair, TheAdFish Group, Fun-Fare, Parallax Digital, 3i, Westin Jekyll Island, PlaySouth

Pro Bono Freelance Clients:

- Coalition for Healthy School Food (NYC): Digital, Print, Event Marketing
- GO campaign (Los Angeles): Various Design Projects, Event Marketing
- Lion Habitat Ranch (Las Vegas): Design signage and marketing materials

#### *Design Director, January 2016 - December 2018*

#### *Art Director, August 2006 - January 2016*

Benson Integrated Marketing Solutions, Alpharetta, GA

- Manage monthly billing budgets
- Empower design team to take ownership of projects
- Provide support and design and program product templates for online storefront
- Provide design direction, and creative for environmental design projects, permanent and temporary
- Art direct client custom design projects resulting in over \$150,000 in company revenues
- Created a business plan to advance the department to a stronger entity of the business
- Create a team of strong designers, who are passionate and love what they do
- Concept and design complete marketing collateral rebrands for over a dozen clients increasing annual revenue
- Concept and design promotional and marketing materials including: Print, digital, signage, event marketing, branding
- Maintain brand consistency for local and national clients and increase brand awareness
- Consult with clients on a project-by-project basis increasing project accuracy and streamline end results
- Design quality products in high pressure situations and tight deadlines to complete projects within budget
- Develop full branding strategies and maintain their integrity
- Design and develop marketing campaigns and programs
- Increase client satisfaction
- Lead team of designers

#### *Designer, January 2005 - August 2006, Kennesaw, GA* Mopdog Advertising + Design

#### *Graphic Designer, August 2004 - August 2006, Kennesaw, GA* That's My Baby

### EDUCATION

*Master of Science, Marketing*, Georgia State University, J. Mack Robinson College of Business, December 2013, Atlanta, GA

#### *Certificate of Specialization in Brand and Customer Management*

Georgia State University, J. Mack Robinson College of Business, December 2013, Atlanta, GA

*Bachelor of Fine Arts, Advertising Design*, Atlanta College of Art, May 2004, Atlanta, GA

### ADDITIONAL TRAINING

*Leadership Training, Kelly Talamo Coaching*, Professional Training & Coaching, January - December 2015, Alpharetta, GA

*Milton Glaser Summer Workshop*, School of Visual Arts, August 2010, New York, NY

### TECHNICAL SKILLS

Dual Platform, MAC and PC

Adobe Creative Suite

FTP Applications, DropBox, Font Management Software

Heidelberg Prinect Cockpit, HP SmartStream, Fiery Impose

Salesforce CRM, Marketing Cloud

Microsoft Office 365 : Word, Outlook, PowerPoint, Excel

Email Marketing : ConstantContact, etc

Social Media: Twitter, Pinterest, Facebook, Instagram

SEO / SEM optimization

### AWARDS

Over 20 awards for design since 2008, including Guest of Honor at The New Coalition for Healthy School Food Fall Benefit 2009 and recognition in participation as Graphic Designer on the GRAMMY® Award-nominated recording, Healthy Food for Thought: Good Enough to Eat (various artists) in the category Best Spoken Word Album for Children, 53rd GRAMMY® Award Year 2010.