Michelle Bando Gates

Call or Text: 404.550.6632 | michellebando@gmail.com

PORTFOLIO: michellebando.com

JOB RESPONSIBILITIES:

MARKETING | DESIGN | PRODUCT MANAGEMENT | PROJECT MANAGEMENT

LEADERSHIP | EVENT COORDINATION | SOCIAL / DIGITAL MARKETING | CAMPAIGN DEVELOPMENT

EXPERIENCE

Director of Marketing, January 2023 - Present

Omni Fiber, Mason, OH

MARKETING

- Design and develop local marketing campaigns for multiple markets, nationwide
- · Lead Corporate rebranding and brand execution
- Lead branding across multiple channels
- · Lead in billing system conversion
- · Drive revenue and increase customer base by 300% over 2 years
- Develop and manage marketing strategy and plan
- Develop vendor relationships to complete media buys
- Oversee events, including planning, PR, and follow up, sponsorships, partnerships and community engagement
- · Lead cross-departmental engagements and communication
- Report monthly and quarterly results

MANAGEMENT

- Lead a team of marketing key players, including press, copywriting, event planning, social media, digital marketing
- Develop and manage budget and meet spending
- · Create goals and learning opportunities for team members

Sr. Director of Marketing, August 2021 - December 2022 Director of Art and Marketing, December 2018 - August 2021 GigaMonster Networks, LLC, Marietta, GA MARKETING

- · Design and develop national marketing campaigns for 46 markets
- Launch and track new company-wide initiatives
- Lead Corporate rebranding and design team
- · Lead development of new company mascot
- Plan event marketing and corporate marketing events including industry events, Smart Home Summit
- Consolidate branding of acquisitions
- Drive revenue and identify missing revenue opportunities

PRODUCT

- Launched Managed WiFi network at over 40 MDU communities
- · Launched Managed WiFi Customer Portal and Captive Portal
- Launched and managed the successful launch of new markets
- Project management of new product and property launches
- · Managed conversion of VoIP vendor
- Managed DIRECTV MDU property launches and daily activities, DTH, Bulk, Bulk Pre-Loaded, Commercial and L&I
- Played a key role in implementing Salesforce CRM
- Developed and/or launched new products including Google Orion, Pay Per Play and Self Sign Up, adding over \$10K in monthly revenue

MANAGEMENT

- Lead teams of marketing support, including, design and analytics
- · Managed department budget of over \$1M
- Lead client, customer and vendor relationships

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, Westin Jekyll Island, Jekyll Island Resort Club

Pro Bono Freelance Clients:

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

Design Director, January 2016 – December 2018 Art Director, August 2006 – January 2016

Benson Integrated Marketing Solutions, Alpharetta, GA

- Manage monthly billing budgets
- · Increase client satisfaction
- · Empower design team to take ownership of projects
- · Lead team of designers
- 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 revenue
- 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
- Design and develop conference marketing and trade shows

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

Graphic Designer, August 2004 – August 2006, Kennesaw, GA That's My Baby

Continued>>



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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

BUSINESS AND PERSONAL SKILLS

- · Concept, design and execution of marketing strategies
- · Strong written and verbal communication skills
- Business acumen
- · Analytical and situations-driven decision making
- Strong leadership skills with a focus on teamwork and employee advancement
- · Organized and able to prioritize projects
- Able to work creatively within a budget
- Strong project management and able to meet deadlines

- · Successfully execute events and event planning
- · Successfully execute marketing plans
- Able to multi-task and manage multiple projects
- · Able to meet tight deadlines while maintaining quality within budget
- · Able to design across multiple media
- Able to maintain brand standards and guidelines multiple programs and platforms
- · Award-winning design in print, digital and environmental projects
- Attention to detail

TECHNICAL SKILLS

- Dual Platform, MAC and PC
- · Microsoft Office 365
- Word, Outlook, PowerPoint, Excel
- · Adobe Creative Cloud
- · Email Marketing: ConstantContact, Hubspot
- · Social Media: Hubspot, Hootsuite
- SEO / SEM optimization

- Salesforce CRM, Marketing Cloud
- · Postalytics
- · Google Ad Manager, Meta
- FTP Applications, DropBox
- Font Management Software
- · Heidelberg Prinect Cockpit, HP SmartStream, Fiery Impose
- Billing systems and integrations