

Michelle Burgess

216.287.1596 | michelle@notavicreative.com | www.linkedin.com/in/michelleburgessnotavicreative

Executive Leadership for Transformational Results

TRUSTED BUSINESS PARTNER

Shape executive and organizational strategy that revitalizes companies and propels sustainable success.

Present complex ideas to diverse audiences, disseminating information into easily digested concepts.

Align talent to tasks, synergizing multicultural, multifunction, and multifaceted teams.

MARKETING & COMMUNICATIONS LEADER

Spark best practices through carefully crafted strategy, architecting business, and marketing infrastructures.

Uncover client goals then bridge gap between aspirational and technical to effect solutions.

Marketing Program ROI

List Growth & New Client Acquisition

Cross-Channel Strategy

Competitive Analysis

Optimization & Remediation

Campaign KPI Analysis

Business Management

Marketing Platform Optimization & Migration

Branding & Messaging

Professional Experience

FRACTIONAL CMO, OWNER & MANAGING DIRECTOR • NOTAVI CREATIVE • AVON LAKE, OH 2018–Present

Brand development and marketing and communications agency. <https://notavicreative.com/>

Created dynamic marketing and communication culture in which every client challenge would be conquered by precise business strategy—from concept through production. Captured former client business while building new relationships in manufacturing, technology, higher education, and nonprofit sector. Set business strategy for continued success.

Consult and support client operations, marketing, and communications, which maximizes workflow and efficiency.

- As fCMO, catapulted a recruitment firm's success moving it to #2 in the nation - a closing rate of 10-1 from years prior, trusted marketing advisor for healthcare conversion foundation from startup to six-years in with a successful \$112M endowment fund, accelerated B2B client with new marketing efforts growing product sales 50% in 2 years/surpassing the \$4 million-mark, successfully spearheaded anniversary celebrations for higher education institution that resulted in \$2 million in fundraising.
- As managing director, developed high-performance team of 11 and launching Notavi business model within 3-month timeframe with sales of \$250K in a 12-month process that continued to climb during COVID.
- Establishing remote working protocols that empowered ownership and teamwork, delivering high quality expertise and deliverables with award winning work.
- Manage design of visual identity and brand voice for diverse clients with objectivity and strategic focus.

PARTNER & EXECUTIVE CLIENT DIRECTOR • ROUX CREATIVE • NORTH OLMSTED, OH 2010–2018

Advertising agency that focused on marketing strategy and brand development.

Transformed start-up agency into big-league player with >3M in sales. Engaged in agency services with >50 for-profit, B2B, and B2C clients, including *MTD Products; Spitzer Automotive Group; and Nature's Way*. Helmed operations. Launched and managed social media and website strategy. Project-managed workflow, ensuring smooth client communication.

- Captured \$120K annual revenue with unique agency-to-client, client-centric engagement model.
- Tapped by 90% of clients for repeat engagements, matching large-name competitors on output.
- Named as key component to ongoing success for longest-standing client.

- Rebranded MTD private-label in 9-month timeframe for Lowe's, The Home Depot, and Menards.
 - Collaborated with design team on focus groups and final design. Managed packaging for >400 SKUs and produced >250 tutorials.

COMMUNICATIONS DIRECTOR ▪ BEACHWOOD CITY SCHOOL DISTRICT ▪ BEACHWOOD, OH 2008–2010

Premier Cleveland suburb school district (ranked 30th in the State) with ~1.6K students in 4 schools.

<https://www.beachwoodschoools.org/>

Provided marketing and communications expertise and handled crisis relations. Managed communication around highly sensitive topics, optimizing relationships and improving exposure. Liaised with media, owning proactive and reactive media relations. Directed all communications, producing and editing content.

- Influenced >12K monthly subscribers through monthly communications and reports.
- Recognized by national organization for creating 1 of the best 150 school publications in 2010.
- Served as organization spokesperson, synergizing partnerships between government, organization, and Chamber of Commerce. Ensured long-term stability and cooperative strategic planning.
- Created and produced PRSA award-winning marketing and communication video.

BUSINESS DEVELOPMENT MANAGER ▪ MARKETING DIRECTIONS ▪ CLEVELAND, OH 2006–2008

<http://marketingdirectionsinc.com/> *Cleveland ad agency, marketing service provider, and design firm.*

Recruited for business-development expertise and tasked with expanding portfolio into new industries. Inspired new-process adoption, transforming sales culture from reactive to proactive. Project-managed all new accounts. Prospected for business, pitching agency capabilities and value proposition to new outlets. Harnessed networking and trade-event opportunities. Established new agency service offerings as market research head.

- Advised senior leadership on positioning agency within marketplace. Pivoted company during strategic rebrand, helming new website, collateral, and communication creation.
 - Grabbed media attention, garnering 9 hits of mainstream editorial news coverage within 6 months.
- Expanded portfolio 34% by reviewing strengths and then collaborating with senior leadership to align strengths to opportunity. Captured healthcare, nonprofit, civic, and B2B clients.
- Sparked community engagement, working with Cleveland Chamber of Commerce, BNI, and other community business-development opportunities.

ACCOUNT EXECUTIVE, BUSINESS DEVELOPMENT ▪ BROKAW ▪ CLEVELAND, OH 2004–2006

<https://www.brokaw.com/> *Named Agency Spotter's #1 Advertising Agency in U.S., 2018.*

Promoted 4 times within 2 years for client management expertise and ability to collaborate with all stakeholders. Managed firm's 3 most active clients. Steered branding, business development, and new business proposals for nationally known companies.

- Collaborated to increased Parker Hannifin's sales, catapulting stock price 20%. Executed an on-target marketing campaign through domestic and foreign industrial market insight and research profiles.
- Led 5 major national campaigns for Bruegger's Bagels, handling in-store signage, menu banners, web ads, coupons, contest promotions, print ads, and packaging for 381 stores.

Education & Presentations

BACHELOR OF ARTS (BA), Telecommunications & Marketing ▪ Bowling Green State University
Awarded "People to Watch" in Telecommunications. Received 2 major scholarships, financing full education.

MASTER OF ARTS (MA), Marketing & Advertising ▪ Marquette University
Received full-scholarship assistance with livable stipend for 2-year program. Taught undergraduate public speaking and rhetorical-discourse classes. Served as collegiate debate coach.

SOCIAL UPGRADE: EXPANDING MARKETING CONTENT - *Presented in Cleveland, OH to 60 attendees in 2019.*

MINDFUL MARKETING: ROOTED IN STRATEGY - Presented in Scranton, PA & Avon, OH during 2019.
to audiences of 24-38 attendees.

ELEVATE YOUR STORYTELLING - Presented in Elyria, OH in 2018 to audience of 18 attendees.