

MICHELLE R. HARRIS – FRACTIONAL CMO

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SUMMARY

A results-oriented, innovative leader with over 20 years of experience plus a Ph.D. (ABD) in Management with a Finance Specialization, an MS in Marketing and Communications, and a BA in Premedical Biology. Broad-based background encompasses creative planning, artistic talent and technical expertise.

SELECT ACCOMPLISHMENTS

- **Headed up local business networking group** that sponsors seminars, workshops, social gatherings and special events for entrepreneurs. Kick-started previously inactive group and recruited event organizers, increasing membership 5% and participation 200%.
- **Created marketing campaign** resulting in a 110% increase in conference attendance and expanded geographical representation.
- **Developed and administered SharePoint collaborative team site** and implemented policies and procedures for the management of documents, financial reports, marketing materials, templates, etc.. decreasing amount of emails and centralizing all information.
- **Volunteered as Board Director of Marketing** and Forum/Social Media Administrator for nonprofit rescue organization to educated the public, engaging potential adopters and increasing placement of 100s of homeless dogs with low adopter return rate.
- **Served as Advertising Design Judge** for students participating in regional SkillsUSA Ohio Championships
- **Acted as President of self-funded employee organization** managing team of volunteers and organizing agency-wide charitable and special events. Increased annual fundraising of major causes by 20%.

PROFESSIONAL EXPERIENCE

SHEL-SHOK, LLC, Columbus, OH – 1998-present

(Advertising and marketing firm specializing in the education and science industry)

Managing Director (2006-present) – Develop and implement marketing strategies and programs for businesses in various industries. Provide marketing, writing, graphic/web design and business/marketing consulting services, as well as local networking and workshop meetup groups for aspiring entrepreneurs and small business owners. Manage customer relations and social media marketing through blogs, Facebook, Twitter, Linked In, etc.

Freelance Designer/Writer (1998-2006) – Created various marketing materials including logos, corporate IDs, stationery, brochures, newsletters, publication ads, sales letters, signage, etc. Responsible for writing, graphic design and consulting for a wide range of small business clients.

OHIO DEPARTMENT OF EDUCATION, Columbus, OH – 2000-2011

(State of Ohio government agency overseeing the statewide education system)

Web Design and Marketing Specialist (2008-2011) – Promoted to plan, design, develop and implement Internet and Intranet site design as part of newly structured web team. Conduct web focus groups, surveys and usability testing. Developed web guidelines and standards for content management system use. Manage the creation of web content and analyzes web metrics ensure website stays updated. Work independently as well as with other web team members, information technology, executive level staff and outside contractors and vendors. Research and make recommendations on hardware, software and technology. Backup agency photographer.

Publications and Web Coordinator (2004-2008) – Designated to support graphic production for corporate website. Worked closely with information technology staff to create previously print-based publications into web-based information resources for high profile Academic Content Standards. Exhibited ability to prioritize jobs, juggle heavy workloads and meet strict deadlines within a fast-paced environment.

Design Coordinator (2000-2004) – Appointed to coordinate the production of high profile publications exclusively for the State Superintendent of Public Instruction and State Board of Education. Redesigned families of publications for State Superintendent, Board and six agency business centers. Assisted in the development of an identity manual for design, editorial and web. Used excellent project management, creative and technical skills to coordinate the production of print materials from concept development to completion. Known for high attention to detail.

BOUND TREE MEDICAL, Dublin, OH – 1997-2000

(International distributor of emergency medical products)

Senior Graphic Designer (1999-2000) – Promoted to coordinate the development of effective marketing materials using research, writing, design, photography skills. Managed projects, led production meetings, established budgets and met publication deadlines. Coordinated printing and mail services. Responsible for media planning and buying. Trained and supervised employees; assisted in hiring. Streamlined catalog production process saving \$10,000.

Marketing Assistant (1997-1998) – Assisted in the production of print materials from concept development and production to printing and distribution. Designed and created copy for product catalogs, brochures, newsletter, packaging, ads, labels, sales materials.

EDUCATION

Ph.D. Candidate in Management, expected 2024 – Walden University, Milwaukee, MN

MPhil in Management, 2019 – Walden University, Milwaukee, MN

M.S. in Marketing & Communications, 2004 – Franklin University, Columbus, Ohio

B.A. in Premedical Biology, 1991 – University of Toledo, Toledo, Ohio