

MICHELLE MEERSE

MARKETING &
COMMUNICATIONS
SPECIALIST

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- 📍 7923 2 ST SE, Calgary, AB
- 🌐 www.muddymai.com

PROFILE

Strategic and results-driven Communications & Marketing Specialist with over 15 years of experience developing and executing high-impact marketing campaigns. Adept at crafting compelling content, managing multi-channel communications, and driving brand awareness. Proven ability to analyze market trends, collaborate across departments, and implement strategic initiatives that enhance customer engagement.

PROFESSIONAL EXPERIENCE

Marketing & Communications Manager

Schill Insurance Brokers Ltd. | January 2013 - December 2024

- Developed and executed comprehensive communications and marketing strategies to enhance brand visibility and customer engagement.
- Managed multi-channel campaigns across digital, print, and social media platforms, aligning with strategic business objectives.
- Created and edited compelling content for internal and external audiences, including newsletters, press releases, blogs, and promotional materials.
- Spearheaded the implementation of an intranet system, streamlining communication and resource-sharing for employees.
- Led market research initiatives, utilizing customer surveys and web analytics to track performance metrics and optimize marketing strategies.
- Built and maintained strong relationships with media vendors, ensuring cost-effective advertising and brand positioning.
- Established an employee wellness program and company-wide newsletter, fostering engagement and inclusivity.

EDUCATION

Post-Baccalaureate in Marketing

Thompson Rivers University
(2008) | GPA: 3.9

Bachelor of Arts in Sociology

Thompson Rivers University
(2007) | GPA: 3.7

SPECIALTIES

- Strategic Communications Planning
- Marketing Campaign Development
- Content Creation & Editing
- Digital & Social Media Marketing
- Public & Media Relations
- Project Management & Coordination
- Stakeholder Engagement
- Data Analysis & Performance Metrics
- Event Planning & Community Outreach

TECHNICAL SKILLS

- MS Office Suite
- Adobe Suite (Acrobat, Photoshop, Illustrator, InDesign)
- Website & CMS Management (WordPress, Wix, Jostle)
- Email & Survey Tools (Constant Contact, MailChimp, Wufoo, Survey Monkey)
- Social Media Analytics & Web Performance Tools

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PROFESSIONAL EXPERIENCE

Marketing & Communication Specialist (Freelance)

2012 - Present

- Consulted on branding, website development, and advertising strategies for various clients.
- Provided expertise in content marketing, digital campaigns, and media relations to improve customer engagement.
- Managed end-to-end project execution, ensuring alignment with client goals and timelines.

Marketing Coordinator

Mike Wiegele Helicopter Skiing | June 2008 - March 2012

- Created and managed digital and print content, including newsletters, blogs, social media posts, and press releases.
- Developed and implemented strategic marketing and public relations programs to increase customer acquisition and retention.
- Planned and executed promotional events, trade fairs, and sales receptions.
- Managed media inquiries and advertising placements, ensuring optimal exposure for the brand.

SUMMARY

Picture this: Your team's day just got a little brighter with me in the mix! I bring a can-do attitude and have a knack for turning challenges into opportunities. Let's create some magic together - interview me, and you'll see why I'm the perfect fit to add a touch of charm and a sprinkle of creativity to your team!

MEMBERSHIPS

Certifications & Memberships:

- WSET Level 1 (2019)
- Member, International Association of Business Communicators (IABC)
- Member, BC American Marketing Association (BCAMA)

VOLUNTEER WORK

- Surrey Foodbank
- Nightshift Street Ministries
- The Kamloops Museum & Small Cities CURA/Art Gallery
- TRU Student Writing Centre
- Dallas Elementary School & West Point Grey Academy

LANGUAGES

- English
- French (basic)