



## MICHELLE S. MICHELSEN, MAS

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### SUMMARY

Talented, results-producing Marketing and Sales Professional with a proven record of accomplishment in planning and leading comprehensive sales and marketing strategies in support of business goals and objectives. Proven at identifying new opportunities, creating organization buy-in and enthusiasm, developing successful strategies and leading executions that have made significant quantified improvements over past results.

#### Experience:

- eMarketing Strategy & Planning
- Marketing Collateral Development
- Web Development & Management
- Direct Marketing Programs
- Incentive Marketing
- Internet SEO, Google Adwords
- Knowledge of KPI's, Google Analytics
- Strong Leadership & Management Skills
- Competitive Intelligence
- Budget Preparation/Administration
- Award Winning Catalog Production
- Product Safety Management
- Product Development & Manufacturing
- Trade-show Management

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### PROFESSIONAL EXPERIENCE

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#### NATIONAL SALES MANAGER, 2015 – 2018

ANTIGUA GROUP INC. – Peoria, Arizona  
Leading designer of men's and women's lifestyle sportswear

Created and implemented effective sales strategies and lead nationwide inside and outside sales personnel toward achievement of corporate sales objectives. Provided sales management, budget control, compensation programs, and incentive planning. Proactively identified changes in branded apparel industry, delivery systems, and competitive pressures to develop and modify strategies and tactics accordingly. Prepared monthly, quarterly, and annual sales forecasts. Negotiated purchase agreements with distributor's and buyers of branded apparel. Established effective relationships and collaborations with other internal departments to address key business issues and opportunities. Traveled throughout sales regions to work with reps, attend sales meetings with top distributors in industry, seminars, and conferences annually.

#### Selected Contributions:

- ✓ Spearheaded a new website to be used solely for the branded apparel community. The website offers personalized pricing, online ordering, and advanced marketing tools.
- ✓ Leveraged analytical insights to identify new opportunities by utilizing customer analysis, segmentation and results.
- ✓ Provided leadership through effective communication of vision, active coaching and development while comparing sales results to goals and taking appropriate action to correct when necessary.
- ✓ 2016 PPAI Supplier Achievement Award in the category of Best Designed Catalog.
- ✓ 2017 Top 40 Supplier Award from ASI (Advertising Specialty Institute)
- ✓ 2018 PPAI Fellowship Award.

**SUPPLIER RELATIONS AND MERCHANDISING MANAGER, 2012 – 2015**

SUMMIT GROUP – Itasca, Illinois

Delivering brand impressions and ROI with unbeatable results

Strategic responsibilities include developing process improvements and service enhancements, monitoring inventory trends and creating strategic responses, and leading strong vendor negotiations including monitoring usage and compliance of all Summit vendor standards and requirements. Manage a team of 10 merchandising professionals whose primary function is to develop an assortment of both premium and promotional products that are used to populate more than 60 on-line stores and employee/recognition programs which included Allstate, United, Coca-Cola, and Jack Daniels. Oversee product safety and testing to ensure compliance with client and commitments.

**Selected Contributions:**

- ✓ Spearheaded a new strategy and negotiated contractual agreement initiatives to maximize supplier partnerships. Developed a tiered preferred group based on sales and rebate incentives. Grew rebate income by 178% the first two years which equated out to over 1.2m annually.
- ✓ Developed a platform for merchandisers and sales teams to leverage product and ensure usage of our preferred supply chain. This helped grow sales with our partners to over \$65m a 30% increase year over year.
- ✓ Listed as one of 2014 PPB Magazine's Powerful Partners.

**DIRECTOR OF MARKETING & SALES, 2002 – 2012**

DARD PRODUCTS – Evanston, Illinois

Leading supplier hard goods promotional products

Define strategy for and develop, execute, and manage comprehensive marketing plan encompassing integrated marketing initiatives designed to penetrate and grow targeted markets. Communicate with customers, management, internal departments, and vendors to coordinate overall marketing effort in accordance with corporate goals. Plan and carry out regional market research and analyses. Play integral role in product development activities. Lead and direct forward-thinking marketing and sales teams. Prepare and manage \$1-million annual marketing budget.

**Selected Contributions:**

- ✓ Presented with the 2012 PPAI (Promotional Products Association International) Gold Supplier Achievement award in the category of Best Distributor Sales Tool with the development of Idea Books. 2012 PPAI Silver Supplier Achievement award in the category of Best Designed Catalog.
- ✓ Presented with the 2010 PPAI Supplier Achievement award in the category of Supplier Self Promotion. 2010 PPAI Supplier Achievement award in the category of Best Designed Catalog. Presented with the 2010 PPB Magazine's Best Boss Award.
- ✓ Awarded Top 40 Supplier of the year for the past 9 years from ASI.
- ✓ Spearheaded a highly effective marketing campaign and produced revenue of more than \$1,000,000 from selling off close-out items. This also saved the company \$5,000 a month in warehouse space.
- ✓ Created permission based email marketing database with over 20,000 qualified addresses. Became one of the first suppliers to emerge into targeted email advertising and continue to lead today with an average 45% open rate.
- ✓ Developed and implemented a company-wide Intranet to share information between internal departments. Improved knowledge sharing which created less errors and a higher profit margin.

- ✓ Responsible for DARD's first Internet-based survey, which revealed valuable industry information and enabled us to save 25% in wasteful advertising. Survey also gave us more insight on customer relations which prompted changes internally to become more customer-centric.

**MARKETING MANAGER, 2001 – 2002**

TIGERPAW SOFTWARE – Omaha, Nebraska

Experts and leaders in CRM solutions, providing big-company solutions for small business

Developed and managed a wide range of marketing tools, including promotional materials, direct mail pieces, fax, email, and Web site content. Developed marketing plan to include identifying target audiences, implementing email marketing and fax marketing. Wrote scripts for in-house sales professionals to generate sales. Trade show development and implementation. First used web meeting for training of end users. Created dealer and referral programs.

**Selected Contributions:**

- ✓ Planned and led execution of online meetings for current customer training along with recruiting new users with sales seminars to enhance market share. Successfully developed Tigerpaw University learning aides.

**MARKETING MANAGER, 1997 – 2000**

SITEL CORPORATION – Omaha, Nebraska

Leading global provider of outsourced customer interaction services

Worked with Sr. Marketing Director closely developing and ensuring consistent use of the SITEL name throughout 25 countries. Developed marketing campaigns and budget expenditures for trade shows and regional sales meetings. Wrote case studies, marketing collateral, and press releases. Worked closely with executive management on request for proposals, statements' of work, and account plans for some of the largest companies in the world, including Mitsubishi, GM, ATT, and Allstate. Wrote company manuals and templates to be used by the executive committee. Defined Internet strategy and worked closely with divisions in and outside of the US to make a content rich site to be used worldwide.

**Selected Contributions:**

- ✓ Worked with Sr. executives on RFP winning contract for two year commitment with the GM, On Star Program worth 10 million in revenue.
- ✓ Delivered and communicated a consistent identity through developing SITEL Identity Standards, an intranet site, for all marketing divisions to use and reference.

**MARKETING ASSISTANT, 1994 – 1997**

SAFE BRANDS CORPORATION – Omaha, Nebraska

SIERRA Antifreeze-Coolant formulated to protect the environment

Worked closely with marketing director on expanding mass market share of SIERRA antifreeze. Prepared press releases, interfaced with national PR and advertising agencies. Traveled and represented Safe Brands Corporation at animal advocacy group meeting and trade shows. Monitored and studied the effectiveness of national and regional marketing programs. Helped in developing consumer print, and television advertising generating over 90 million impressions a year. Created shelf talkers, posters, and counter stands. Worked with veterinarians to promote awareness.

**Selected Contribution:**

- ✓ Contributed campaign theme idea that proved effective in delivering overall message. SIERRA Zoo Promotion included radio advertising, in-store publicity offering free zoo discount certificates, antifreeze change-out programs and entry to win a in store teddy bear all designed to educate the public about the endangerment on animals and how more than 100,000 die each year to poisoning. At zoos gave away coloring books with coupons and a coloring contest which brought in 5,000 applicants for a chance to win a \$100 US savings bond. Came up with slogan "Think globally act locally use SIERRA".
- ✓ Contributed campaign theme idea that proved effective in delivering overall message.

**MARKETING ASSISTANT, 1990 – 1992**

REPUBLIC TOBACCO – Chicago, Illinois

Worked within a team environment to carry out a full range of marketing functions. Developed desk top publishing skills to include Adobe programs to bring talent to an in-house advertising team. Developed creative print marketing collateral and take away promotional products including matches, apparel, and other youth items. Provided direct support to Marketing Manager.

**Selected Contribution:**

- ✓ Contributed to campaign roll out of new product line in Mexico and existing lines in US market.

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**EDUCATION & CREDENTIALS**

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**Bachelor of Science Degree, Marketing/Advertising/Journalism**

Southern Illinois University – Carbondale, IL



Master Advertising Specialist (MAS) Certification is a PPAI industry credential awarded to promotional products professionals with at least five years of promotional products industry experience, and who have met rigorous educational course and testing requirements—demonstrating exemplary commitment to their profession. Professionals who have earned their MAS provide the highest standard of conduct and integrity.

**PPAI Product Safety Ambassador- Graduated 2015, renewed 2018**



**PPAI North American Leadership Conference: 2010, 2011, 2016, 2017**



**PPAI Women's Leadership Conference: 2016, 2017**