
MICHELLE C. MINIX

170 Swedesboro Rd, Gibbstown, NJ 08027
856.685.4173 michelle.minix@gmail.com
www.minixcreative.com



**With 20 years of experience
as a Graphic Designer and
Marketing Professional, I am a:**

Collaborator

Brand Ambassador

Sense-Maker

Budget and Deadline Beater

Creative Solution Finder

Organized Project Manager

Explorer of New Media

Relationship Builder

Fine-Toothed Comber

RFQ Negotiator

Presentation Wow-er

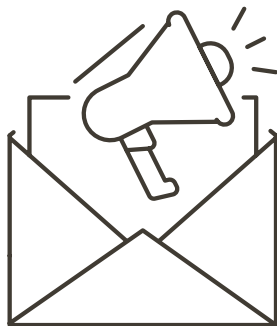
Vendor Manager

I am passionate about design and believe that effective marketing collateral goes beyond aesthetics, encompassing functionality and purpose. By analyzing the intended use, audience, and goals of a project, I develop and execute strategic campaigns that are both visually appealing and successful.

My natural curiosity supports my ability to innovate design solutions. My unwavering commitment to meeting deadlines and working within budget constraints, sets me apart in this field.

COMPETENCIES

- Print & Digital Design
- Project Management
- Package & Demo Kit Design
- Digital Ad Campaigns
- Social Media Planning
- Pre-Production/Press Reviews
- Tradeshow & Display Designer
- Website Design
- Adobe Creative Suite
- Multi-Channel Campaigns
- Packaging & Concepting
- Adobe Experience Manager
- Powerpoint Expert
- Sales Force CRM
- RFQ Negotiation
- Vendor Management
- Asset Management
- Photography Direction
- Diverse Global Teams
- PC / Apple Platforms
- Team Building



**I believe MEANINGFUL DESIGN is POWERFUL.
I believe that an ENTREPRENEURIAL SPIRIT is
important in a Graphic Designer.
I believe a curious mind is pertinent for innovation.**

>> [WATCH MY SHORT VIDEO](http://www.minixcreative.com/video)

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PROFESSIONAL EXPERIENCE

SENIOR GRAPHIC DESIGNER

Qualdent, Cinnaminson, NJ

May 2023 - Present

Support marketing campaigns through copywriting, editing, content creation, proofreading for a variety of channels, including web, email, collateral for print and digital, presentations, and video. Serve as primary interface with business owner, customer service, IT, marketing and outside resources to develop and execute marketing projects including a mobile app, education platform and resource library.

MARKETING & TECHNOLOGY SPECIALIST

Weichert Realtors, Medford, NJ

May 2022 - December 2022

Create custom social media posts and images for agent branding, graphic design and content. Produce high-quality content for mailers, brochures, and web pages. Offer expert assistance to Agents, guiding them in utilizing our in-house CRM through onboarding and troubleshooting. Develop email and social media campaigns. Conduct personalized technology training sessions for over 200 agents across two offices.

SENIOR GRAPHIC DESIGNER

EMD Performance Materials, Philadelphia, PA

August 2008 - January 2021

Lead designer responsible for overseeing graphic design and brand management for all business lines within a \$5B organization. Oversaw and collaborated with diverse global teams. Responsible for North and South America. Special projects for Plastics and Printing divisions.

- Translated objectives into creative assets and campaigns across paid media, email, social and web
- Managed the visual identity of the brand to ensure strict adherence to standards, maintained asset library
- Innovated design and onsite experience of tradeshow displays to drive booth traffic and engagement
- Designed demonstration kits including: package design, fan cards, sample presentation
- Implementation of a marketing asset management of videos, collateral and demonstration kits

MARKETING COORDINATOR

South Jersey Federal Credit Union, Deptford, NJ

Sept. 2007 - August 2008

Multi-functional marketer/graphic designer responsible for creating marketing promotions and designing supporting creative.

- Redesigned and maintained website and intranet to optimize user experience.
- Developed new advertising program including print ads and tv commercials.

SENIOR ART DIRECTOR

Pheiffer Advertising, Glassboro, NJ

February 2005 - September 2007

Working art director responsible for managing client accounts and leading the conceptualization, design and production of creative projects.

- Managed client communication, estimating and project management
- Conceptualized designs for package design, trade show displays, posters, mailers, folders, websites, display ads, email campaigns and presentations
- HTML Email campaigns designed and implemented

SERVED EDUCATION

United States Air Force / 1987 - 1990 / Computer Specialist / Honorable Discharge
Western Governors University / Currently working toward BS Business Marketing
