

Michelle Rodgers

HIRE ME. HERE'S WHY! I am an enthusiastic, creative, and multi-faceted individual with experience in print design, illustration, digital design, photography, marketing and management. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed communication abilities, especially in dealing with clients and vendor relations. I am a passionate and inventive creator of effective, functional campaigns. Accustomed to performing in deadline-driven environments on multiple projects with an emphasis on working within budget requirements.

AREA OF EXPERTISE

Marketing Strategy

Graphic Storytelling

Digital:

web design, animation, digital advertising, interactive pdfs, app design and Ceros

Vendor & Client Relations

Photography

Collaboration

PROFESSIONAL DEVELOPMENT

Indiana University
bachelor's degree,
2006

Continued learning via
Lydia, 2011–2017

Adobe Max
conference,
2017 & 2019

Cornell online
marketing strategy
certification
(6 courses), 2020

Continued learning
via Skillshare,
2018–present

INTERESTS



COOK MEDICAL, Visual Content Manager, Jul/16 to present

I began my career with Cook as a graphic designer specialist within **surgery**. Since that time, I have endeavored to learn as much about the company's products, internal processes, and overall marketing goals in order to apply my individual skills, in concert with the surgery team, to best advance Cook's message.

With my previous experience at marketing agencies, my ever-growing knowledge of Cook, and continuing education from Cornell University and other global market trainings, I have developed new, innovative ways to **save money**, while also providing **new creative strategies** to **modernize the brand** of Cook while maintaining the core **brand** identity.

I had the pleasure of mentoring/managing for the summer Surgery intern of 2018. Then in 2019, I attained the role of **Visual Content Manager**. This allowed me to not only expand my own skills in leadership and communication, but I have also been able to assist in the growth of my **employees' skills** as well. While being new to the role, and given the complexities of a pandemic, we adjusted to meet the new fully virtual environment and have **flourished**.

MARKETING STRATEGY

DIGITAL ENDEAVOURS

EMPLOYEES

MANAGEMENT

BRANDING

MICHELLE RODGERS STUDIO LLC, Freelance Designer & Photographer, Sep/12 to present

Self employed for four years in order to stay home and raise my children, I launched a graphics and photography studio. I managed all client relations for projects from start to finish. My experience in numerous fields allowed me to excel in maintaining a wide range of **freelance** clients while sustaining a thriving **photography** business. I have continued freelance on the side through the years after starting with Cook. www.MichelleRodgersStudio.com

PHOTOGRAPHY

CLIENT RELATIONS

PROJECT MANAGEMENT

GANNETT CLIENT SOLUTIONS, Graphic Design Artist, Oct/10 to Aug/12

At Gannett we covered **3 regions** in the **mid-west** with new and old clients from the multiple publications through the **ad agency**. I created and executed print and digital campaigns quickly and accurately. I collaborated directly with our customers and account specialists to create effective **multi-media campaigns** for retail and classified customers in order to add additional revenue to the company. I've had the pleasure of working for high profile clients such as Marsh and the Indianapolis Motor Speedway.

MARKETING

MULTI-DIGITAL STREAMS

PRINT

TV

CLIENT PITCHES

MAINSOURCE FINANCIAL GROUP, Graphic Designer Specialist, Dec/08 to Oct/10

I created a **fresh new brand** with guidelines, materials, and templates to be used company wide. I collaborated in brainstorming, production, and management of three 30-second **TV commercials** with matching **radio spots**. The commercials were made to show MainSource's wide variety of abilities and with a comical twist. All of the commercials and radio spots were able to be customized on a per-branch basis. Planned and produced all collateral materials for corporate strategies and branch usage. **Mentored** our designer intern in learning the craft and the company.

VENDOR MANAGEMENT

PRINT

TRAINER

TV

BRANDING

ONEAMERICA, Senior Graphic Designer, Oct/07 to Nov/08

I successfully **created and managed graphic design projects** from concept through completion. I worked closely with the marketing teams to collaborate on product pieces, while **maintaining the brand**. Those product pieces included: brochures folders, direct mailers, magazine ads, booth designs, logos and photography.

VENDOR MANAGEMENT

PRINT

INTERNAL CLIENTS

QUEST INFORMATION SYSTEMS, Graphic Web Designer & Consultant, Dec/06 to Oct/07

I managed **user interface design**, identity systems, and client relations. I **managed projects directly with clients** through project completion. We used cutting-edge technology to pull together application development through user experience.

CLIENT RELATIONS

UX DESIGN

BRANDING