

Michele Russell

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WORK EXPERIENCE

Owner/Property Manager

K & M Management

November 1997 to Present

Create marketing plans, contracts, and pertinent documents for guests/lessees. Oversee guest services, property maintenance, and financial reports.

Account Executive

AT & T

September 1990 to February 1997

Developed and executed communications and business solutions in the B2B market, increasing customer base by 10% year over year. Created marketing materials for sales presentations and customer meetings. Headed training seminars for marketing teams, including Marketing Summit and Quality Assurance.

Account Manager

Xerox Corporation

August 1988 to September 1990

Worked on sales proposals and direct mail marketing campaigns. Established new territory, meeting and exceeding a yearly sales quota of over \$300,000 in revenue.

EDUCATIONAL BACKGROUND

The American University

Washington, D.C.

Master's Degree in Strategic Communication, Digital Strategies, and Analytics Concentration

2021 - 4.0 G.P.A.

SOC Academic Recognition Recipient

Thesis: *It's a Small World After All: A Tale of Glocalization and How The Walt Disney Company Adapts 'The Mouse' in Any Country's House*

The American University

Washington, D.C.

B.A. in Communications, Legal Institutions, Economics, and Government

1988 - Cum Laude

PROFESSIONAL SUMMARY

Creative and detail-oriented communications manager with over twenty years of experience in B2B direct sales, product marketing, promotions, public relations, and marketing management. Strategic planner with strong interpersonal skills and exceptional proficiency in building customer relationships.

SKILLS & PROFICIENCIES

- Data Analytics
 - Copywriting and copy editing
 - Digital Social Marketing (DSM)
 - Search Engine Optimization (SEO) and Search Engine Marketing (SEM)
 - Press Releases
 - Business Development
 - Staff development/training
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CERTIFICATIONS

- Google Analytics
- Google Ad Search
- Google Ads Display
- Hootsuite Platform
- Meltwater