

# MICHELLE FAZENBAKER

mfazenbaker@gmail.com • michellefazenbaker.com

410.961.2983 • linkedin.com/in/michelle-fazenbaker-pmp/

## OVERVIEW

- **Innovative Senior Marketing Manager** with an extensive 20+ year history driving the successful delivery of big ideas that align with business objectives by leading and motivating creative, digital, and account teams in agency, corporate, and brand settings.
- **Critical Subject Matter Expert (Branding, Operations, Creative, and Campaign Strategy)** gifted at supporting growth by presenting recommendations to C-suite Executives to drive data-driven decision-making and capitalize on opportunities.
- **Proactive, Creative Brand Professional** who excels at expanding and enhancing brand visibility and engagement by leading the development and implementation of integrated content across diverse marketing channels, including digital, social media, paid media, mobile, and print.

## CORE COMPETENCIES

Transforming Brand Vision & Execution • High-Level Vision | Frontline Application • Leading Practical Operations • Managing Budgets • Strategy Development • Project Management • Data Driven Decision-Making • Data Analysis • Metrics-Driven Recommendations • Effective Leader

---

## PROFESSIONAL EXPERIENCE

### Senior Marketing Manager, Creative + Digital Experience • January 2020 – Current

#### TEKSYSTEMS, HANOVER, MD

- Deliver large-scale, integrated global branding initiatives that increase online engagement and boost revenue by leading a team of marketing professionals and implementing a creative, digital, and web strategy.
- Support departmental operations around workflow strategies, stakeholder management, and process development.
- Establish clear standing as a key organizational thought leader and SME-related marketing and creative best practices by championing innovative ideas and developing new strategies to improve brand recognition and reputation.
- Optimize personnel and resource allocation by implementing effective expenditure measures and budget controls to reduce marketing costs while increasing ROI.
- Establish consistent brand image and recognition across all channels by developing and maintaining consistent brand standards for internal and external use.
- Dramatically increase revenue and customer retention by managing multi-channel digital marketing campaigns for B2B businesses across the customer lifecycle.
- Optimize revenue generation from the existing customer database and expand new prospect leads by partnering with business leaders to develop incremental revenue-generating campaigns.
- Maximize website traffic/leads through compelling content for digital platforms, social media, events, and print media.
- Improve marketing performance and ROI by collecting and analyzing key metrics for social media, email, and web activities to drive data-driven decision-making.
- Reduce turnaround time for marketing deliverables by identifying opportunities for workflow and collaboration improvements that enhanced efficiency and productivity across multiple departments.

### Assistant Director of Creative Operations, Marketing • October 2018 – January 2020

#### UNIVERSITY OF MARYLAND GLOBAL CAMPUS, COLLEGE PARK, MD

- Increased efficiency and productivity of marketing deliverables by managing a team of marketing project/account managers and executing a scoping, scheduling, and execution strategy.
- Reduced turnaround time and inefficiencies by optimizing policies, processes, tools, and technology to manage governance and identify solutions for bottlenecks.
- Improved project management productivity and achievement of key targets by serving as system administrator over the Workfront application to reduce errors and increase project completion rates across all departments.
- Generated strategic and creative opportunities that supported the University's mission and expanded brand awareness by collaborating with designers, writers, photographers, videographers, media buyers, and search marketing professionals.

- Maximized goal attainment and stakeholder satisfaction by partnering with the Vice President of Marketing and department leads to establish measurable goals for individual projects and overall department performance.
- Increase satisfaction and engagement by supporting clients through advanced project planning/ marketing support.
- Boosted accountability and transparency by providing performance reports to managers monthly to track.

**Director of Creative Services and Marketing • February 2008 – September 2018**

**MILLENNIUM MARKETING SOLUTIONS, ANNAPOLIS JUNCTION, MD**

- Boosted client satisfaction and retention rates by delivering high-quality, on-time and on-budget projects, while effectively managing resources and deadlines.
- Improved marketing effectiveness and branding by writing, designing, directing, and developing strategic creative for print, digital marketing, social media, and websites.
- Enhanced staff and client knowledge of products and services by designing and facilitating advanced education and training programs.
- Maximized client value and ROI by collaborating closely with Account Services to develop and present innovative and effective creative solutions to core business issues.
- Met aggressive targets and creative project completion outcomes by managing jobs, delegating work flows, and working closely with clients to align work with organizational goals.
- Increased brand awareness and engagement through the leadership and execution of successful internal marketing and branding initiatives.
- Optimized creative team performance by effectively managing, directing, and engaging internal staff and external freelancers.
- Designed and produced compelling visual content and media by successfully managing and directing photo shoots and video production.
- Streamlined project workflows and team efficiency by creating comprehensive SOPs and internal best practices.

**TECHNICAL SKILLSET**

PMP Certification, Adobe Creative Suite, Workfront, Microsoft 365, HTML, Marketing Cloud, Video, Unbounce, Google Analytics, Salesforce, Mailchimp, Project Management, Paid Advertising, and Wordpress

**EDUCATION**

**University of Baltimore**  
Masters in Publications Design

**Towson University**  
Bachelor of Science in Mass Communications

**Community College of Baltimore County**  
Web Design, Interactive Media Classes, and Programming, PMP Certification Coursework

**AFFILIATIONS**

**American Advertising Association**  
Past ADDY's Committee Member

**AIGA Baltimore**  
Past Board and Committee Member

**Project Management Institute (PMI)**  
Member

**INVOLVEMENT**

**Art-With-A-Heart**  
Taught art classes to under served children and adults struggling with life challenges

**Pitties and Purrs**  
Volunteer at organizational events and foster under-served animals

**Business Volunteers Maryland**  
Volunteered as A+ Advisory Board Member to assist Baltimore City Schools with marketing, enrollment and mentoring

**creative.smart.fun.**