

MICHELLE SPIGNER

brand strategist

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EDUCATION

VCU BRANDCENTER

MS Business, Focus: Communications Strategy
Graduation: May 2016

UNIVERSITY OF SOUTHERN CALIFORNIA

BA Psychology and Public Relations
Graduation: Dec 2011

SKILLS

qualitative and quantitative research, brief
development, social media analysis,
presentation design

Programs: InDesign, Photoshop, Final Cut Pro,
Simmons, Apple Work Suite, Qualtrics, SPSS

INTERESTS

DIY home projects, rummaging flea markets,
choreography, craft beer, graphic design,
Calvin and Hobbes

EXPERIENCE

Account Executive | Tiny Rebellion | Jul 2013 - Jun 2014

Main Clients: Bolthouse Farms, Hotwire.com

- Served as day-to-day manager and direct client contact on **Hotwire.com** and support on Bolthouse Farms
- Managed radio, OOH, print and online radio projects from brief development through creative conceiving, research, production and launch
- Supported Account Supervisor on the development and production of TV campaigns
- Developed creative and project briefs based on business objectives and research learnings
- Collaborated with research partner to develop screener and discussion guide for qualitative research
- Continued to fulfill most Assistant Account Executive and Account/Media Coordinator tasks

Asst. Account Executive | Tiny Rebellion | Nov 2012 - Jun 2013

- Coordinated with internal teams – media, production and creative – to oversee projects and ensure deliverables met client objectives, timelines and expectations
- Developed an internship program for the agency. Oversaw and directed two interns who assist with research and competitive demands.
- Continue to fulfill most account/media coordinator tasks

Account / Media Coordinator | Tiny Rebellion | Jan 2012 - Oct 2012

- Created weekly media results deck detailing the performance of the media and effect on business
- Developed quarterly competitive analyses for client and internal review
- Collaborated with analytics team to develop competitive spend summaries
- Drafted conference reports, manage weekly status document, billing, scoping and media reconciliations

Marketing Intern | JumpStart & MathBlaster | May 2011 - Dec 2011

- Recruited for and led in-depth interviews with product testers and analyzed feedback
- Wrote and edited blog entries for the JumpStart.com and MathBlaster.com online worlds
- Established relationships with influential mom bloggers for review and giveaway partnerships

Marketing Intern | Greenlight Media & Marketing | Jan 2011 - May 2011

- Utilized social media tracking programs to measure campaign coverage
- Researched perspective clients and products to guide strategic development
- Developed decks to showcase potential campaign ideas