

MELISSA BROKAW SORENSEN

melissa@melissabrokaw.com | 704.968.7705

MARKETING & CREATIVE DIRECTOR

Proven record designing & managing project deliverables with budgets up to \$250,000 in fast-paced, high-pressure environments. Expertise in client relations, sponsorship activation, and campaign implementation. Expertise in growing and sustaining working relationships with senior leaders. Experienced in managing all phases of plans from visualization and design to successful execution for projects including live events, branding, web development, and podcast production. Searching for an in-house role focused on creating effective content, maintaining brand standards, and building partnerships.

Areas of expertise include:

- Creative campaign deployment
- Brand image management
- Social media
- Data analytics
- Client presentations
- Layout and design
- Contractor deployment
- Budget allocation
- Email marketing

PROFESSIONAL EXPERIENCE

Marketing & Creative Director, well-run media + marketing

2016 – present

Marketing & Creative Director of boutique agency focused on small business, governmental, and non-profits. Partnering with institutions to provide unique, high-quality marketing strategies and implementation.

- Management of multiple, simultaneous programs
 - Event planning and execution, including onsite coordination expertise
 - Project management from conceptualization through delivery
 - Budgetary authority on campaigns with up to \$250,000 in expenditures
 - Prowess in creation and growth of new media audiences with reach of up to 200,000
- Creative Development and Advertising
 - Development and implementation of brand identity
 - Collaboration with clients to turn concepts into reality, creating unique identities that are representative of a client's beliefs and values
 - Design and development of client websites, including e-commerce execution
 - Creation of variety of marketing materials for an array of clients
 - Production and release of weekly podcasts
 - Execution of advertising buys and production of deliverables for print, out of home, social media, and digital marketing
 - Proficient in WordPress and Adobe Creative Suite (Photoshop, Illustrator and InDesign)
- Collaborating with clients to educate them on current best practices to achieve marketing goals
- Integration of volunteers into marketing campaigns
 - Conversion of client concepts and ideas into effectively designed, successful volunteer-based strategies
 - Recruitment and maintenance of volunteer network relationships integral to achievement of event objectives

Owner, Melissa Brokaw Design

2005 – 2016

- Specialized in website visualization and creation, graphical design and projection and amplification of client footprint through online communities and blogs

- Key contributor on roll-out of successful “Tobacco-Free Mecklenburg” governmental public health initiative, via maximizing impact and appeal of campaign’s marketing materials

Production Coordinator, Concentrix Music and Sound Design

1998 – 2003

- Played integral role across multiple responsibility areas: created quotes and estimates for prospective future clients, administered company database, ran client billing platform
- Coordination of casting and booking for voice/engineering talent for studio jobs

CIVIC ORGANIZATION LEADERSHIP

Board of Directors, Charlotte Ballet

2016 – 2017

- Tenure during time of managing leadership transition for organization
- Member of Education Committee, providing planning insights and assisting in design for future expansion of revenue-producing Charlotte Ballet Academy
- Led Parent Guild organization – grew annual performance merchandizing revenues to over \$100,000 for first time in organizational history; leveraged personal relationships into an effective network of volunteers with a strategy connected to company’s leadership

PROJECT HIGHLIGHTS

Open Streets 704

2016 – present

Open Streets 704 is a city/county/nonprofit partnership which creates a one-day linear park out of public streets

- Original branding and design of all public-facing elements including website, signage, and print
- Managed Marketing budgets of up to \$50,000 per year, assisted with overall program budget
- Regular meetings with City of Charlotte and Mecklenburg County Leadership
- Created systems for participating organizations to register for event
- Deployed platform for volunteers to register for jobs
- Event day coordination including managing photo and video crews, social media, and other support as needed
- Implemented post-event reporting for sponsors and partners to highlight areas of strength and improvement for future events

Novant Health Charlotte Marathon/RunCharlotte

2019 – present

RunCharlotte owns Novant Health Charlotte Marathon as well as a supporting series of six local races

- Organize and manage sponsor agreements and deliverables including on-site activations, signage, mentions in newsletters/social, and volunteers
- Manage marketing budget
- Design, execute and implement social media strategy
- Design and send weekly newsletters as well as race-specific marketing emails.
- Set up and manage registration for all race entrants
- Direct team of volunteer ambassadors tasked with promoting races
- Developed a new website for event focusing on clear and easy-to-find answers to questions
- Manage *Running Around Charlotte* podcast – booking, production, and weekly release

Bike Charlotte

2020 – 2022

Bike Charlotte is a City of Charlotte program celebrating all things cycling with a series of events spread over 17 days

- Original branding and design of all public-facing elements, including website and print
- Managed program budget for all marketing and related events
- Pivoted a program that was traditionally in-person to a completely online presence, including a database of local rides/events, and a series of educational videos
- Created systems for community members to submit events and promoted these events
- Design and procurement of swag, booking refreshments at events, and planning outdoor event spaces