Melissa Brokaw Sorensen

Marketing & Creative Director
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SUMMARY

Strategic Creative Director with 20+ years of experience translating complex business goals into high-impact brand stories. Currently directing marketing for a $150M+ AEC (Architecture, Engineering, Construction) enterprise, managing a $500K+ budget and multi-disciplinary teams. Expert at integrating AI-driven workflows with traditional brand strategy to optimize production and ROI. Certified in AI for Marketing and GA4, with a proven track record of scaling digital presence and driving revenue growth.

Creative Direction • Brand Strategy & Identity • Graphic Design • Digital & Print Marketing • Project Leadership • Vendor & Agency Management • Budget Management • AI-Powered Marketing • WordPress Development • Adobe Creative Suite • Google Analytics

EXPERIENCE

Marketing Director

Doggett Holdings — June 2023 – Present

(Doggett Concrete, Moisture Loc, CMP Pumping, Residential Concrete by Doggett)

- Serve as Marketing Director for a family of four commercial construction companies generating $150M+ in annual revenue, with offices across the Southeast.
- Manage a $500K+ annual marketing budget, overseeing spend across digital, print, out-of-home, social, and event channels.
- Collaborate with executive leadership to establish cohesive messaging and strategic vision across all business units.
- Establish and manage brand guidelines to ensure consistency across multiple offices, teams, and locations.
- Manage all social media channels, developing content strategy, overseeing scheduling, and growing audience engagement across platforms.
- Designed, built, and maintained company websites in WordPress, managing all updates, content, branding, and ongoing performance.
- Oversee all photography and video production, managing creative briefs, vendor relationships, and final asset delivery for use across marketing channels.
- Administer HubSpot CRM, ensuring marketing and sales teams are aligned on communications.
- Implement and manage processes for ordering branded materials and merchandise across multiple company locations.
- Plan and execute large-scale events, including a charity golf tournament that raised over $100,000 for local charities.
- Partner with the recruiting team to develop employer brand materials, job posting templates, and candidate-facing content.
- Support the safety team with design and production of compliance materials, signage, and internal communications across job sites.
- Collaborate with external vendors and agencies to oversee deliverables and maintain quality standards across all creative production.
- Created a digital pump catalog hosted on the company website — featuring an embedded job map, project showcase, and full product specifications — eliminating the need for printed materials.

- Launched and produced an employee newsletter, strengthening internal communications and company culture across the field and office teams.
- Manage SEO and paid search vendors, overseeing strategy, performance reporting, and alignment with broader marketing goals.
- Led full rebrand of Residential Concrete by Doggett, creating the company logo and complete brand identity system from the ground up.
- Supported expansion into new residential markets through targeted marketing materials, local messaging strategy, and brand awareness initiatives.

Creative Director
well-run media + marketing — Jan 2016 – June 2023

Creative Director and partner at a boutique agency focused on small business, governmental, and nonprofit projects. Delivered high-quality marketing strategies and creative implementation.

- Managed multiple simultaneous programs and project timelines across a diverse client portfolio.
- Led a team of freelance creatives to execute multi-channel campaigns.
- Built and grew new media audiences with a reach of up to 200,000.
- Developed and implemented brand identity systems for clients across multiple industries.
- Collaborated with clients to transform concepts into visually compelling and strategically aligned creative solutions.
- Developed a full-scale podcast production arm, increasing client thought leadership and brand awareness through end-to-end audio strategy and distribution.
- Executed advertising buys and oversaw creative production across print, digital, and social channels.

Owner
Melissa Brokaw Design — Jan 2005 – Jan 2016

Ran an independent design and marketing practice serving small businesses and creative clients. Specialized in website visualization and development, graphic design, brand identity, and growing client presence through online communities and content. Key contributor to the successful rollout of the "Tobacco-Free Mecklenburg" public health initiative, delivering strategic marketing materials that maximized community reach and campaign impact.

EDUCATION & CERTIFICATIONS

AI for Marketing — Professional Certification
UNC Charlotte School of Professional Studies — Issued Apr 2026

Procore Certified: Project Manager (Quality & Safety)
Procore Technologies — Issued Mar 2026

Google Analytics Certification
Google — Issued Feb 2026

VOLUNTEER & LEADERSHIP

Board Member & Parent Guild President
Charlotte Ballet — Aug 2016 – Jul 2017

- Served on the Board of Trustees during a critical organizational leadership transition; contributed to the Education Committee and strategic planning.
- Led the Parent Guild organization — grew annual performance merchandising revenues to over $100,000 for the first time in organizational history.
- Built an effective volunteer network by leveraging personal relationships and connecting community strategy to organizational leadership goals.