

# MICHAELA ZUZULA

## MARKETING & GRAPHIC DESIGN

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### WORK EXPERIENCE CONTINUED

#### Marketing Director

(Part-time) 2020 - 2021

Strategic Business Results (Lady Boss Coaches)

- Managed social media for the business.
- Contributed to developing the business start-up.
- Created and designed the website.
- Wrote and published blog posts.
- Designed the business coaching course book with the business owner.

#### Marketing Specialist

US Capital Mortgage Partners

(Part-time) 2018 - 2023

- Managed social media for the mortgage company and several of its partners including Viking Dental Lab, Matthew Smith & Associates (Keller Williams), and two Realtors.
- Updated the website and added blog posts.
- Design advertisements and print materials.
- Created videos.
- Sent out emails through Salesforce (iJungo)
- Tracked analytics

#### Office Assistant

(Part-time) 2020 - 2021

Encore Financial Group

- Managed social media for the business.
- Submitted client applications and forms.
- Answer phone calls and handled scheduling.
- Ran payroll and receipts through QuickBooks.
- Trained new employees.
- Cleaned and maintained the office.

#### Administrative Assistant

Orchid Orthopedic Solutions

(Part-time) 2014 - 2017

- Managed social media for the company.
  - Assisted the marketing and sales teams on various data entry or marketing projects.
  - Conducted research with the Marketing Director to design a social media strategy.
  - Booked travel for sales team employees.
  - Tracked social media followers.
  - Assisted Accounting with minor accounts payable.
  - Ran errands for Executive and Sales/Marketing team members.
  - Entered contacts and data into Salesforce.
  - Assisted with submitting expense reports.
  - Filed and sorted through NDAs, CAs, Contracts, etc.
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# MICHAELA ZUZULA

## MARKETING & GRAPHIC DESIGN

### CONTACT

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Bachelors in Social Media Design  
Management from Northern  
Michigan University

### EXPERTISE

- Experience working in marketing and social media.
- Experience coordinating & designing magazines for organizations.
- Content creator and graphic designer.
- Expert in branding.
- Developed a marketing department for a credit union.
- Designed co-branding for a credit union branch and Lake Superior State University.

### PROGRAMS

- Adobe: Photoshop, Illustrator, InDesign, Premier Rush, Lightroom.
- Canva
- WordPress, Squarespace, Wix, Elfsight.
- Constant Contact, Keap, Salesforce, Marketing Cloud.
- ChatGBT, Grammarly.
- Trello
- Meta Business Suite, Facebook, Instagram, and LinkedIn.
- Buffer

### WORK EXPERIENCE

#### Marketing Director

Limestone Financial Credit Union

(Full-time) March 2023 - Present

- Managed marketing for a credit union.
- Developed the marketing department by creating brand guidelines and a marketing plan designed using team/organizational feedback and research through surveys and one-on-ones.
- Developed a marketing approval and editing plan.
- Assisted the CEO in designing a Visa Debit Card with a brand flip member communications plan from MasterCard to Visa, as well as other marketing/communications related projects.
- Increased the credit unions social media reach by 165% in 2024 compared to 2023.
- Developed analytics tracking methods for the credit union's marketing, and reported on marketing efforts, monthly, quarterly, and annually.
- Managed a Marketing Intern.
- Directed the department under direction of CEO and BDO.
- Regularly updated the website, social media, TV displays, mobile app, online banking, emails, flyers, and other member communications materials.
- Designed co-branding for an on-campus branch with Lake Superior State University.
- Developed and implemented a LinkedIn training session for the team.
- Designed a Board of Directors Handbook and coordinating webpage for educational purposes.
- Designed promotional calendar and campaign materials.
- Coordinated and planned events.
- Designed community event posters and graphic material to assist other team members with their committees and boards.
- Proofread and edited all marketing and member-facing materials.
- Volunteered time on the Unified Branding Committee for Schoolcraft County.
- Reported to the CEO and BDO.

#### Marketing Coordinator

Lake Superior Community Partnership (LSCP)

(Full-time) 2021-2023

- Managed the social media for the organization and several of its contracted partners including the West End Health Foundation, Dickinson Area Economic Development Organization (DAEDA), and Operation Action U.P.
- Created and sent out marketing email blasts for the organization and its partners.
- Was the lead designer for the City of Negaunee's Moving Forward Magazine (2022), and Forge Your Adventure (2023).
- Ribbon cutting and events photographer for the organization and partner events.
- Designed their member benefits materials and other communications materials.
- Designed the DAEDA Next-Level Career Magazine (presently known as SHIFT Magazine).
- Writing, editing, and proofreading materials.
- Designed and implemented the Level UP program for the LSCP.
- Coordinated events and assisted with other marketing team member events.
- Tracked and reviewed analytics.
- Edited and managed the website for the organization and partner organizations.
- Liaison for Operation Action U.P., Marketing Lead for DAEDA and the West End Health Foundation.
- Coordinated the Operation Action U.P. Annual Meeting & Business Success Summit.