

## MICHELLE A. FREEMAN MARKETING & EVENTS - CONSULTING

- **Providing services including:**
  - Special event logistics
  - Marketing strategy
  - Planning & implementation
  - Public relations
  - Partner development
  - Sponsorship fulfillment
  - Graphic design
  - Branding
  - Staff Management
- **Sample client list**
  - Campus Philly: College Day, Philly Counts (2010 Census)
  - City of Philadelphia: Philadelphia Marathon, Welcome America!
  - Other: Flying Kite Media, University of Pennsylvania- Operation Public Education, City Food Tours Philadelphia, Generocity, Forge Recording, MOON Philadelphia Guidebook

## PROFESSIONAL EXPERIENCE

### Marketing & Business Outreach

- Implemented marketing campaigns to better engage and connect businesses and communities within the Greater Philadelphia region for clients including City Food Tours Philadelphia, Philadelphia Marathon, and Welcome America!
- Executed marketing strategies for small Philadelphia-area businesses to generate awareness and build customer base through event and program development, grassroots initiatives, and online/social media outlets
- Created campaign concepts and strategies to build brand awareness and design concepts; specialization in college student and young professional demographics
- Prepared logistics and staffing strategy for two annual promotional tours at 20-40 college campuses
- Managed special promotions for youth culture retail and lifestyle targets

### Sales, Sponsorship & Client Relations

- Served as Business Director and Project Manager for annual Philadelphia student venue guide, *Campus Philly Notebook*, with 80,000 piece circulation, generating \$50,000-\$60,000 in overall sales per issue
- Directed creative concepts for web-based ad campaigns, including a weekly e-mail newsletter to 30,000 recipients; web deliverables generated \$70,000+ in sales per year
- Administered and solicited sponsorship sales for *Campus Philly Kick-Off*, totaling over \$100,000 in sales in 2007
- Assisted in fundraising efforts and preparing grant proposals
- Solicited and fulfilled sponsorship and advertising campaigns through web, print, and event-based initiatives
- Maintained and developed partnerships with organizations, businesses, and colleges/universities in the Greater Philadelphia region

### Event Production & Logistics

- Planned and managed logistics for a roster of events; past events include Student Leadership Conferences, 75-150 estimated attendance; MOON Philadelphia Launch Event, 300 estimated attendance; Interactive arts and music event, Canvas Clash, 500 estimated attendance; Philadelphia Marathon Cheer Zones, 18,000+ attendance
- Developed and executed promotional events for clients, e.g. shopping days, happy hours, concerts, and meetings
- Booked and managed entertainment and expedited logistics and marketing with upwards of \$60,000 budget
- Planned programming and managed logistics for the annual *Campus Philly Kick-Off Concert and Festival* from 2002 to 2008; estimated attendance: 15,000-20,000 per year
- Coordinated events for Residence Life and Student Affairs at 20 to 40 colleges and universities
- Regularly recruited, trained, and managed staff and production teams of 5-20 people

### Public Relations

- Generated press releases and pitches to media outlets for coverage of community, professional, and social events
- Served as Publicist for Forge Recording's roster of artists and other local artists
- Planned and programmed details and logistics for Campus Philly, City, and other event press conferences

## WORK HISTORY

Flying Kite Media Philadelphia, PA <ul style="list-style-type: none"><li>▪ <i>Publisher</i></li></ul>	August 2010-Present
Michelle A. Freeman Marketing & Events Philadelphia, PA	June 2008-Present
Campus Philly Philadelphia, PA <ul style="list-style-type: none"><li>▪ <i>Senior Manager, Events &amp; Media Programs</i></li><li>▪ <i>Managing Producer, Campus Philly Kick-Off</i></li><li>▪ <i>Manager, Business &amp; Development</i></li><li>▪ <i>Manager, Marketing &amp; Student Involvement</i></li><li>▪ <i>Promotions Coordinator</i></li></ul>	September 2001- April 2008 <i>January 2007- April 2008</i> <i>January 2004- December 2006</i> <i>March 2004- December 2006</i> <i>September 2002- February 2004</i> <i>September 2001- August 2002</i>
Rachel Inc. Philadelphia, PA <ul style="list-style-type: none"><li>▪ <i>Event Promotions Coordinator</i></li></ul>	September 2004- May 2005
Julius Promotions Philadelphia, PA <ul style="list-style-type: none"><li>▪ <i>Promotions Coordinator</i></li></ul>	August 2000- August 2001

## EDUCATION

B.S. in General Studies, Communications Drexel University, Philadelphia, PA	December 2007
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## BOARD/COMMITTEE SERVICE

Board Member, Girls Rock Philly, 2010-present	Committee Member, Boundless Philadelphia, 2006-07
Board Member, Spiral Q Puppet Theater, 2010-present	Committee Member, Philadelphia Entrepreneurship Week 2007
Board Member, Young Involved Philadelphia, 2009-present	Member, Philly's More Fun Alliance, 2005-07
Committee Member, Drexel Alumni Association, 2009-present	Committee Member, Philly Friends, 2003-05
Committee Member, Youcie, 2006-present	Board Member, Philly Blog, 2003-04
Committee Member, Paine's Park Project, 2006-07	

## OTHER VOLUNTEER AFFILIATIONS

- Philly Swap: A Swap O Rama Rama Event- A community clothing swap promoting the local artists and upcycling
- uGO: Community Wellness Initiative- A health and fitness program and 5K in West Philadelphia neighborhoods
- Turnstyle- Parties in unique spaces promoting local art and music

## COMPUTER SKILLS

Adobe Photoshop      Adobe Professional      Macromedia Dreamweaver      Microsoft Office