



Michelle Corona-Allen

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Creative Director | Marketing Officer

Highly accomplished professional with over 18 years of experience spanning creative, communications, marketing, and business development roles. Award-winning executive skilled in brand development with traditional and emerging multi-channel marketing, managing both in-house and external agencies. Innovative visual storyteller, possessing contemporary design skills. Influential leader adept at guiding creative teams toward delivering engaging content, while leveraging solid interpersonal skills through collaboration with external agencies and key stakeholders, ensuring communication strategies align with brand values. Technically savvy, with demonstrated proficiency in Adobe Creative Cloud and Microsoft Office Suite tools.

Areas of Expertise

- Creative Operations Scaled to Company's Growing Needs
- End-to-end Creative Process and Improvements
- Coaching and Mentorship for Creatives
- Exemplary interpersonal and analytical abilities
- Team Leadership and Vendor Management
- UX/UI Strategy Development and Execution
- Outstanding leadership and organization skills
- Departmental Budget Management

Accomplishments

- Hired, mentored and cultivated creativity for the advancement of marketing talent.
- Led internal and external communications and branding during international corporate merger.
- Key lead for branded corporate customer-facing and internal employee events.
- Collaborated with cross-functional leaders to create a culture of problem-solving to drive best business results.
- Elevated presentations and crafted key messaging for executive videos during Covid off-site operations.
- 2+ years of experience successfully leading a remote team of creatives.

Career Experience

Hensoldt Inc., Vienna, VA

Marketing Manager, North America

Dec 2021 – Present

Leader in the marketing and advertising division overseeing the success of various marketing initiatives. Responsible for the corporate marketing budget and refine campaign strategies. Lead collaborative efforts of internal and external creative professionals tasked with developing a range of assets for multi-channel distribution. Design and implement marketing campaigns including content, advertising, video production, multimedia, exhibits, events, and branding to achieve business development outcomes. Collaborate with stakeholders at all levels in crafting strategies aimed at aligning brand experiences to brand standards, while scheduling workloads based on project requirements.

- Organizing promotional events and coordinating day-of deliveries and staffing
- Direct the internal and external creative process in the production of all marketing collateral
- Ensure visual communication and brand standards are met
- Partnering with domain leads to develop product messaging
- Oversee profitability, deliverables, timelines and budgets

QinetiQ Inc., Lorton, VA

Director of Marcomms and Creative Services

Dec 2019 – Nov 2021

Led collaborative efforts of internal and external creative professionals tasked with developing a range of assets for multi-channel distribution. Designed and implemented end-to-end marketing campaigns including content, advertising, video production, multimedia, exhibits, events, and branding to achieve business development outcomes. Collaborated with stakeholders at all levels in crafting strategies aimed at aligning customer experiences to brand standards, while scheduling workloads based on project requirements. Facilitated creative brainstorming sessions and established staff development areas through conducting in-depth performance reviews.

- Grew creative department capabilities in support of marketing and business development goals related to expanding corporate integration.
- Enhanced company morale and collaboration by designing creative spaces as part of internal buildout team.
- Lead and direct the creative team in the production of all marketing collateral after acquisition.
- Set standards for all things creative, ensuring all designs reflected new brand image.
- Manage and cultivate the career development of staff members, including designers, art directors, photographers and web developers.
- Oversee client pitches and proposals

Manufacturing Techniques Inc. (MTEQ), Lorton, VA

Sep 2017 – Dec 2019

Director of Creative Services and Marketing

Oversaw daily operations of creative departments and provided strategic direction in multi-platform communication efforts, in line with stipulated budgets, to drive brand awareness and boost company reputation. Partnered with senior executives in defining creative direction for company storytelling brand and led designs of engaging UX and UI across digital channels. Collaborated with creative teams to review and align branded corporate identity across print and online collateral. Identified new market trends and arranged industry leading conferences, events, and trade shows aimed at increasing brand reputation.

- Updated MTEQ's brand with newly designed presentations, marketing collateral and website.
- Grew new creative department from the ground up, in support of marketing and business development goals, driving end-to-end start-up functions from recruiting and training staff to establishing new operating policies and procedures.
- Supported a corporate population with a 30% annual growth rate through rolling out various initiatives including advertising, events, newly branded website, new marketing material, and improved social presence.
- Enhanced staff morale and collaboration by designing creative spaces as part of internal buildout team.

Frankfurt Short Bruza Associates P.C. (FSB), Oklahoma City, OK

Mar 2016 – Jul 2017

Director of Corporate Communications

Led organizational communications, coordinated and managed design efforts, and established new corporate identity through content creation and launch of branded website, corporate collateral and internal and external signage. Implemented communications strategy, leading team of creative copywriters, designers, and photographers in support of diverse marketing communications needs. Oversaw digital and print projects to ensure continuous, original, and distinctive visual identity in accordance to brand standards. Collaborated with developers regarding technical support and generated new design for launch of website updates.

- Developed branding standards and marketing templates for firm-wide usage in line with agency policies and procedures.
- Led social media calendar creations and all corporate communication, innovating and editing content for multiple platforms in support of seven active markets.
- Managed creation of visual assets with external vendors, including photographers, illustrators, and external agencies.

Frankfurt Short Bruza Associates P.C. (FSB), Oklahoma City, OK

Apr 2013 – Feb 2016

Director of Marketing

Supervised a team of creative professionals responsible for the visual impact of marketing materials, products or publications. Led creative collaborations with business and market stakeholders to formulate teams for new business projects. Supported recruitment, training, and development efforts of creative teams. Arranged and coordinated studio photo shoots as well as logistics concerning location.

- Secured new business opportunities and grew existing client base by responding to RFPs, SF330s, CAP submissions.
- Contributed to establishing marketing vision and mission to further increase brand reputation.

Frankfurt Short Bruza Associates P.C. (FSB), Oklahoma City, OK

Jul 2006 – Mar 2013

Assistant Director of Business Development

Directed creative vision across all internal and external projects, focusing strategically on brand development. Provided graphic design solutions based on in-depth research around industry best practices. Supervised daily tasks of office and production staff, as well as facilitated training to upskill marketing coordinators in proposal preparations and graphic designing. Drafted and presented marketing proposals and interview presentations to potential clients spread throughout 10 markets.

- Designed and managed corporate event projects including grand launches and annual Christmas and employee appreciation celebrations.
- Acted as firm's dedicated photographer and art director for a range of professional regional location photo shoots.

Additional Experience

University of Oklahoma, Norman, OK

Senior Graphic Arts Coordinator

Oklahoma City University, Oklahoma City, OK

Graphic Arts Coordinator

Education

University of Oklahoma, Norman, OK

Master of Fine Art

Midwestern State University, Wichita Falls, TX

Bachelor of Fine Art