

MICHELLE L. CHENEY

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OVERVIEW

Creative thinker with a diverse background in cultivating ideas, building brands, and driving growth. More than 25 years of integrated marketing experience across a unique mix of global, national, regional, and local brands ranging from established to start-up and across nearly every category.

AREAS OF EXPERTISE

- Brand Strategy & Planning
- Brand Portfolio Management
- Competitive Profiling
- Connections Planning
- Consumer Insights
- Innovation & New Product Development
- Integrated Communications
- Conversion Marketing
- Digital Eco-System Mapping
- Content Marketing
- Market Research
- Promotional Marketing
- Event Marketing
- Performance Tracking

INDUSTRIES & BRANDS

Consumer Durables	American Olean, Daltile, Ellington Fans, Kryptonite locks, LCN, ONE Quartz Surfaces, Schlage, Von Duprin
Consumer Packaged Goods	Arnold & Oroweat, Bimbo, Borden Half & Half, Coca-Cola, Dean's Dip, FUNA Foods, Hershey's Milk and Milkshakes, IHOP at Home, International Delight, Land O Lakes Dairy Ease, Marie's, Poo~Pourri, Warheads
Industrial	Alltech, Ametek Coining, Ametek Hermetic Seal, Ametek Sealtron, Capewell, Component Sourcing Incorporated, CSI Bathware, Great Grabz, Groome Expro, Rhine Air
Non-Profit & Government	Columbia University Center for Technology Management, Nasher Sculpture Center, Susan G. Komen, The Komen 3-Day, The Petco Foundation, U.S. Environmental Protection Agency, New York Energy Research and Development Authority
Professional Services	Athlete Horse, Empirical Consulting, Vitucci Financial Services, Washington Dental, Wittenbach
Retail	Ignyte Yoga, On-The-Border Cantina (note: CPG, non-profit, and government brands had a significant retail component as well)
Technology	Biller Genie, Connect2Capital, Fuel Rewards Network, Ingersoll Rand Security Technologies, LARC Test, ModoPayments, Panacea Financial, o9 Solutions, Perot Systems, Respond Health, Samsung Telecommunications

PROFESSIONAL EXPERIENCE

Hello Jolly Roger

Senior Marketing Consultant & Founder

September 2016 – Present

Fractional CMO and senior marketing lead responsible for developing strategic go-to-market recommendations for companies and agencies. Assignments include a mix of one-off projects and ongoing activities such as brand strategy and development, website development, integrated marketing communications, consumer insights, and market research. Work with freelance partners to provide full-service marketing and advertising services when needed.

Agency collaborations include:

Empirical Consulting Solutions

December 2020 – Present

Go-to-market strategy for VoCall and Wittenbach. Brand strategy and portfolio management for Empirical Consulting Solutions, Groome Expro, and the CSI family of brands, Respond Health, Capewell and Rhine Air.

Fishbat

September 2020 – Present

Brand strategy, digital marketing, and content development for the Ametek Coining, Hermetic Seal, and Sealtron brands, Clarity Benefit Solutions, Connect BBC, Lands Downunder, Workforce Opportunity Services, and Columbia University Center for Technology Management.

CSTMR

September 2018 – July 2020

Brand strategy and/or strategic planning and implementation for several fintech brands including Biller Genie, Connect2Capital, ModoPayments, Panacea Financial, and Vitucci Financial Services.

Tandem Theory

October 2017 – April 2018

Strategic planning for the On The Border Club Cantina loyalty and email marketing program. Collaborated with the IT team to develop a CRM roadmap for collecting consumer and transactional data.

The ~Pourri Company

Director of Marketing

December 2015 – September 2016

Responsible for integrating all paid, owned, shared, and earned digital activities for the Direct-to-Consumer (DTC) channel. Activities included managing agency partners, establishing budgets, collaborating with the operations team on inventory management, and working closely with customer service to ensure a seamless consumer experience.

Highlights include:

- Developed the strategic roadmap for the Scentsible family of brands to expand beyond Poo~Pourri and incorporate a premium and value-brand product offering
- Worked with the email marketing agency and internal creative team to implement a robust CRM program based on artificial intelligence and predictive modeling; mapped out the connection points between the website and optimization tests, media channels, and the CRM platform to fully integrate the brand's digital footprint
- Conducted A/B testing on advertising, campaign landing pages, and the overall website to increase conversion; resulted in a 50% increase in overall conversion rates
- Identified key inflection points over the history of the business that impacted the DTC sales decline
- Continued as a senior marketing consultant focused on new product launches through April 2017

Slingshot

Group Account Director/Account Planner

March 2012 – December 2015

Strategic and account lead for all brand-building and integrated marketing communications activities for the Susan G. Komen and Komen 3-Day brands. Also responsible for all brand strategy and brand positioning work for the Fuel Rewards Network and The Petco Foundation brands. Other brands included Warheads Sour Candy and IHOP at Home frozen breakfast. Played dual roles in Account Management and Account Planning/Insights.

Highlights include:

- Developed a strategic framework for the 2015 Komen 3-Day walk that significantly outperformed KPIs and industry benchmarks; results included CTRs that exceeded industry by 4X, 20% higher dollar-for-dollar media efficiency, 40% more total website sessions, 50% more sessions from new users and 2X higher direct URL traffic vs. previous year
- Authored the brand strategy for The Petco Foundation and, in doing so, converted the client from a project-based client to retainer-based account
- Led new business and organic growth efforts resulting in over \$1.8MM increase in agency revenue
- Managed highly profitable businesses and established rigorous scoping and financial management processes that were implemented agency-wide

The Integer Group

Account Director

July 2010 – March 2012

Strategic lead on the Arnold/Oroweat premium bread brands and the US expansion of the Bimbo brand. Key activities included brand positioning and integrated marketing communications such as television, print, digital advertising, social media, website development, and retail promotions. Played an Account Planning role on the Nasher Sculpture Center.

Highlights include:

- Conducted an extensive category audit and developed the overall digital strategy for the Nasher Sculpture Center that balanced inspiration, information, and conversion; approach became the roadmap for other agency clients
- Introduced Connections Planning to Bimbo Bakeries USA to bring innovative new ways of thinking about MarComm
- Repaired a previously strained relationship with an influential member of the client team

Square One Advertising

Group Account Director

June 2007 – September 2009

Strategic lead for all brand-building and communications activities for Freeman, a solutions provider for conventions and tradeshow, DalTile and American Olean floor tile and countertops, Ellington Fans, and Washington Dental Service insurance. Played a key role in improving the strategic and creative thinking of the agency.

Highlights include:

- Senior lead on the accounts that won 50% of the total agency awards at the 2009 ADDY's, including Best in Show
- Mapped out Dal-Tile Corporation's brand architecture and recommended a framework for new product launches
- Played a key role in consolidating Freeman portfolio and integrating the audio-visual sub-brand into the core brand

DDB Worldwide

Account Director

2004 – June 2007

Account lead for all brand-building and integrated communications activities for the Ingersoll Rand Security Technologies (IRST) sector. Brands included Schlage security products, Kryptonite locks, Von Duprin exit devices, and LCN door closers. Activities included brand strategy, advertising, collateral, merchandising, and digital marketing.

Highlights include:

- Recommended strategic plan to consolidate portfolio from 70 fragmented brands to 3 strategic and 3 flanker brands
- Led the strategic thinking for LCN ads that were published in the 2006 Communications Arts Advertising Annual
- Laid the foundation for evolving the Kryptonite brand from a "bike lock" to a "lifestyle" brand; recommended a pivot in audience, markets, and media channels; brand relaunch included branded bike racks, valet programs, and guerrilla/ambush marketing tactics
- Led a 360-degree brand planning process for Schlage that included traditional media, digital media, and channel promotions targeting highly fragmented B2B and B2C audiences; campaign resulted in unaided awareness, consideration, and purchase conversion rates that outpaced competitors by 2-3X
- Authored comprehensive brand guidelines for Schlage to inform all communications, innovation, packaging, PR, etc.

PRIOR EXPERIENCE

DDB Worldwide, Account Supervisor (various brands)	1998 – 2004
BrannForbes, Strategic Services Supervisor	1997 – 1998
Société Alombard, Assistant Marketing Manager, Orleans, France	1996

EDUCATION

CESMA MBA (Mastères Spécialisés)	Master of Business Administration	Bachelor of Business Administration
Ecole Supérieure de Commerce, France	University of Texas, Austin, TX	University of Texas, Austin, TX
International Marketing, 1998	Management, 1997	Marketing, 1993