

# Michelle deRimanoczy *de-rim-an-oat-see*

Connect: [michelle@derimanoczy.com](mailto:michelle@derimanoczy.com) | 832-978-3699

Portfolio: [www.derimanoczy.com](http://www.derimanoczy.com) | LinkedIn: [linkedin.com/in/michellederim](https://www.linkedin.com/in/michellederim)

---

## PROFESSIONAL SUMMARY

Marketing leader focused on driving business results through strategy, execution, and creative direction.

Experience across B2B and B2C environments, building marketing that supports sales, strengthens brands, and improves performance.

Proven ability to turn disconnected efforts into structured, high-impact marketing programs.

## CORE COMPETENCIES

- B2B and B2C Marketing Strategy
- Brand Development and Visual Identity
- Catalog and Product Marketing Development
- Sales Enablement and Distributor Support
- Digital Campaign Execution
- Social Media Growth Strategy
- Website Strategy and Optimization
- Email Marketing
- Marketing Analytics and Performance Tracking

## PROFESSIONAL EXPERIENCE

### Marketing Director

Tipton Company and Component Manufacturing Company | 2025 to Present – Conroe, Texas

- Lead multi-brand B2B marketing execution supporting plumbing and mechanical manufacturers across five state territories
- Partner with inside and outside sales teams to develop targeted promotions, line sheets, and distributor-facing materials that support sales efforts
- Standardize catalogs, product sheets, and training materials across 20+ manufacturers, improving consistency and usability for sales teams and distributors
- Serve as marketing liaison between manufacturers and field sales, ensuring brand alignment and clear communication across channels
- Support trade events, certifications, and promotional initiatives to increase product visibility and engagement
- Contribute to new product development from concept through production, aligning marketing for effective product launches

## **Creative Director**

Gayla Bentley | 2025 to Present – Spring, Texas

- Lead brand growth and social media strategy for nationally recognized stylist and author
- Increased engagement by 686% and views by 506% within 181 days through structured content realignment
- Increased inbound messaging by 650% using audience-focused storytelling and analytics driven adjustments
- Developed press kit and campaign assets supporting media exposure and speaking opportunities

## **Marketing Director**

Beauty by Marj | 2024 to 2026 – Spring, Texas

- Led brand marketing across social, email, and video platforms supporting product launches
- Directed visual identity and promotional campaign materials to strengthen brand consistency
- Developed and executed the Unlimited Beauty event campaign, including flyer, program, and branded collateral
- Managed video production and publishing across YouTube and Facebook to support audience growth and engagement

## **Marketing Manager**

Northwoods Presbyterian ELCP | 2022 to 2024 – Houston, Texas

- Transformed preschool from 10K monthly loss to 9K monthly profit within 60 days through targeted marketing and enrollment strategy
- Increased enrollment from 63 to 84 students, stabilizing financial sustainability
- Led photography, videography, print materials, and social media strategy to support enrollment growth and brand visibility

## **Founder**

Marketing and Brand Consultant | 2011 to Present – The Woodlands, Texas

- Provide marketing strategy and creative direction for B2B and primarily B2C businesses across multiple industries
- Build brand identities including logos, packaging, visual systems, and marketing materials to support business positioning
- Design and launch websites focused on usability, customer experience, and search visibility
- Develop integrated marketing campaigns across social media, email, web, and print to support brand growth and engagement

## **Web Administrator**

Texas Department of Criminal Justice - State Government | 2007 to 2011 – Huntsville, Texas

- Managed ADA-compliant public website for a state agency featuring 1,000+ products, ensuring accessibility and usability
- Designed and produced a 1,000-item product catalog, improving purchasing efficiency and user experience
- Improved internal communication workflows and intranet systems to support operational efficiency
- Awarded Excellence Award for outstanding performance and contributions

## **EDUCATION AND PROFESSIONAL DEVELOPMENT**

Marketing Studies

Lone Star College

Continuing Education in Digital Marketing, Brand Strategy, and Graphic Design

## **MARKETING AND TECHNICAL EXPERTISE**

- Advanced use of Adobe Creative Suite including Illustrator, Photoshop, and InDesign
- Motion graphics and video editing in Adobe After Effects
- Web development and multi-platform site management including Wix and GoDaddy
- Domain registration, DNS configuration, and hosting management
- Proficient in HTML for layout adjustments and structural customization
- Ecommerce management including Amazon Seller Central, FBA logistics, and product listing optimization
- Email Marketing Platforms including Constant Contact and Mailchimp
- Canva