

MICHELLE DERIMANOCZY

Graphic Designer / Marketing Manager / Web Designer / Digital Marketing

Portfolio: www.derimanoczy.com

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PROFESSIONAL SUMMARY

A marketing and design professional with 25+ years of experience. Multi skilled in different marketing systems, graphic design, videography, web development, digital marketing, social media, SEO and more. Proven track record of transforming underperforming operations, increasing visibility, and driving revenue with various marketing strategies. Proficient in Photoshop, Illustrator, and many of the Adobe Creative Suites software, HTML, CSS, Dreamweaver, Wordpress, Wix, SEO, different marketing analytic tools, email marketing and more.

BIGGEST ACCOMPLISHMENT

Spearheaded comprehensive marketing turnaround for struggling preschool facing \$10K monthly losses and declining enrollment (63 students). Developed and executed integrated marketing strategy leveraging web design, graphic design, and social media expertise. Delivered exceptional results within 2 months: transformed \$10K monthly loss into \$9K monthly profit while increasing enrollment 33% to 84 students, representing a total financial swing of \$19K monthly.

SKILLS

Photoshop, Illustrator, InDesign, Figma, Canva, Lightroom, HTML5, CSS, WordPress, Squarespace, Shopify, Wix, Dreamweaver, SEO, Google Analytics, Facebook Ads, Email Marketing, Final Cut Pro, Adobe Premier, CapCut, iMovie, Constant Contact, MailChimp, Hubspot, UI/UX Design, Video Production, Social Media Marketing, Web Development, Graphic Design, Content Creation, Photography, Videography, Creative Direction, Customer Engagement, Market Analysis.

EMPLOYMENT HISTORY

MARKETING DIRECTOR

Marji Cosmetics

Dec 2024 - Present

Houston, TX

- ◆ Lead marketing campaigns boosting brand visibility and sales growth
- ◆ Design visual assets for print, digital, and social media platforms
- ◆ Oversee video production and account management on YouTube, Google, and Facebook
- ◆ Strategize to enhance brand awareness and drive measurable sales increases
- ◆ Spearheaded marketing strategies that elevated brand visibility, resulting in a measurable increase in customer engagement and sales.

MARKETING MANAGER & TEACHER

Northwoods Presbyterian Church ELCP

Jan 2022 - Oct 2024

Houston, TX

- ◆ Develops and manages preschool marketing strategies, boosting enrollment and profitability.
- ◆ Designs educational materials and guides, enhancing teaching effectiveness.
- ◆ Creates and oversees digital marketing content, optimizing SEO and social media presence.
- ◆ Leads visual content creation, capturing impactful photography and videography.
- ◆ Facilitates classroom support and parent communication, fostering community engagement.
- ◆ Spearheaded preschool marketing strategies, significantly boosting enrollment and enhancing overall profitability.

MARKETING MANAGER***Aquatrails Plumbing*****Sep 2021 - Jan 2022*****Houston, TX***

- ◆ Boosted customer interaction via digital campaigns and SEO, enhancing brand visibility.
- ◆ Launched targeted social media ads, driving significant engagement and brand awareness.
- ◆ Managed email campaigns and database, optimizing communication and client retention.
- ◆ Implemented targeted marketing strategies, driving substantial improvements in customer acquisition and retention.

GRAPHIC DESIGNER, WEB DESIGNER, MARKETING MANAGER, OWNER***Dakadoo*****Sep 2018 - Sep 2021*****The Woodlands, TX***

- ◆ Designed diverse marketing materials, enhancing client engagement and brand visibility.
- ◆ Developed multiple websites, boosting online presence for businesses and nonprofits.
- ◆ Managed social media, delivering strategic insights and improving audience interaction.
- ◆ Led product design from concept to execution, ensuring high-quality outcomes.
- ◆ Trained clients in digital tools, enhancing their marketing capabilities and effectiveness.
- ◆ Crafted compelling marketing strategies that enhanced brand visibility, resulting in substantial improvements in client engagement.
- ◆ Executed website redesigns that improved user experience, leading to marked gains in site traffic and customer retention.

GRAPHIC DESIGNER & WEB DEVELOPER***Mde Designs*****Feb 2012 - Aug 2018*****The Woodlands, TX***

- ◆ Designed custom websites for diverse clients, boosting engagement and brand recognition.
- ◆ Enhanced sales and visibility through strategic UX/UI design implementations.
- ◆ Created ADA-compliant sites and SEO strategies, improving accessibility and search rankings.
- ◆ Produced compelling visual content for varied projects, enhancing narrative impact.
- ◆ Delivered marketing assets that increased audience engagement across multiple platforms.
- ◆ Designed and developed over 50 custom websites, enhancing client engagement and driving measurable increases in online traffic.

MARKETING MANAGER***Whobbies*****Jan 2014 - Dec 2015*****Spring, TX***

- ◆ Led eCommerce site launch, boosting sales through national marketing campaign
- ◆ Spearheaded national marketing initiatives, achieving substantial improvements in brand visibility and sales growth across multiple channels.
- ◆ Implemented data-driven strategies for digital campaigns, enhancing audience targeting and leading to noticeable engagement increases.
- ◆ Maintained comprehensive analytics reports to track campaign performance, ensuring alignment with overall marketing objectives and timely adjustments.

BUSINESS OWNER**Sep 2011 - Dec 2012*****Paracord Plaza******Conroe, TX***

- ♦ Managed day-to-day business operations, including budgeting, scheduling, and vendor coordination to ensure efficiency and growth.
- ♦ Developed and executed marketing strategies, including digital, print, and community outreach to increase brand visibility.
- ♦ Established and maintained social media presence across platforms to engage audiences and promote products.
- ♦ Designed product packaging, user manuals, and technical specifications, ensuring clear communication and brand consistency.
- ♦ Built and optimized shipping logistics processes, improving fulfillment speed and reducing costs.
- ♦ Cultivated strategic partnerships with schools and businesses to expand market reach and collaborative opportunities.
- ♦ Trained and supervised production staff, including individuals in rehabilitation programs, to manufacture high-quality products.
- ♦ Launched product lines that generated over \$10,000 in revenue for school fundraisers.
- ♦ Contributed to community impact by helping rehabilitate individuals with traumatic brain injuries through hands-on vocational training.

WEB ADMINISTRATOR**Dec 2007 - Apr 2011*****Texas Dept. of Criminal Justice******Huntsville, TX***

- ♦ Built and maintained a compliant website with 1,000+ products, enhancing accessibility.
- ♦ Managed intranet for improved staff communication and technical support.
- ♦ Designed a 1,000-item catalog for better customer experience and efficiency.
- ♦ Created training materials to support employee development.
- ♦ Received Texas Excellence Award for outstanding contributions.
- ♦ Streamlined website management processes, enhancing user experience and significantly increasing site traffic and engagement.

EDUCATION**CAMELBACK HIGH SCHOOL*****Phoenix, Arizona******Diploma***

Honors, Speech Team Captain, Student Director of School Plays, Director of freshman class plays. Set Designer, Student Teacher.

Awarded Scholarship for the Utah Shakespearean Festival in Cedar City Utah.

LONESTAR COMMUNITY COLLEGE***Conroe, Texas******Marketing Classes***

4.0 in all classes

AWARDS**TEXAS EXCELLENCE AWARD*****Huntsville, Texas******Texas Department of Criminal Justice*****EMPLOYEE OF THE MONTH AND QUARTER*****Houston, Texas******Northwoods Presbyterian ELCP, Whobbies,***

CHARITABLE SERVICES

Communication Chair for local High School Band.

Founding member of an animal rescue.

Created large local Mom's group

Volunteered to feed the homeless at Thanksgiving.

Collected hundreds of tubes of toothpaste for local homeless.

Helped distribute backpacks to the homeless downtown while celebrating the holidays.

Created all the Personalized gear for a local woman's organization.

Designed teacher gifts for teacher appreciation week

Created and donated valentine's day mail boxes for local children.