

Michelle deRimanoczy

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Professional Summary

A marketing and design professional with more than twenty years of experience. Specializes in transforming underperforming brands, elevating visibility, and producing creative solutions that generate measurable financial and engagement results. Skilled in graphic design, digital marketing, web development, content creation, social media, and creative direction.

Creative Director and Personal Assistant, Gayla Bentley

2025 to Present – Spring, Texas

Lead creative direction and digital storytelling for Gayla Bentley, nationally recognized stylist, fashion designer, author, TV personality, and Shark Tank entrepreneur.
(please note that the current website is not my website and a new website being designed)

- Increased engagement by 270% in 60 days through consistent content, audience alignment, and creative direction
- Built a strong social media presence through daily content, branded visuals, and strategic scheduling
- Designed polished flyers, campaign graphics, and digital assets
- Currently developing a Gayla Bentley professional website to support her next chapter
- Leveraged analytics to optimize posting times, content themes, and engagement strategies
- Strengthened brand identity through storytelling that reflects her voice and signature style
- Built a professional press kit for media opportunities, book promotion, and speaking engagements
- Provided personal assistant support across scheduling, visual planning, and creative coordination

Marketing Director, Marji Cosmetics

2024 to Present – Spring, Texas

- Increased brand visibility through cohesive marketing strategies across social media, email, and video platforms
- Designed beauty centered visual assets including product graphics, educational content, and campaign materials
- Managed video production and publishing for YouTube and Facebook
- Strengthened brand identity with consistent themes, campaign concepts, and product narratives
- Leveraged analytics to refine content direction and improve engagement
- Supported product launches through coordinated graphics and promotional assets

Marketing Manager, Northwoods Presbyterian ELCP

2022 to 2024 – Houston, Texas

- Transformed the preschool from a ten thousand dollar monthly loss to a nine thousand dollar monthly profit in sixty days
- Increased enrollment from sixty three to eighty four students through digital marketing and improved communication
- Created all photography, videography, and print materials for the school
- Designed social media content and consistent posting strategy
- Developed parent communication materials including guides and event flyers
- Produced educational graphics and curriculum support materials

Freelance Creative Director and Marketing Designer

2011 to Present – The Woodlands, Texas

Client work includes: Gayla Bentley, Aquatrails Plumbing, Dakadoo Creative, preschools, beauty brands, e commerce shops, small businesses, and nonprofits.

- Led creative direction and brand development for a wide range of clients, elevating visual identity, digital presence, and audience engagement
- Designed websites that improved user experience, enhanced search visibility, and increased audience engagement
- Built complete brand identity systems including logos, color palettes, typography, packaging, and marketing materials
- Produced multi platform content strategies including graphics, video, photography, and social media assets
- Directed videography and photography for lifestyle, product, promotional, and digital campaigns
- Developed marketing campaigns that supported visibility, lead generation, and conversion across diverse industries
- Implemented SEO strategies that increased organic traffic and positioned clients for improved search ranking
- Provided ongoing creative consulting including analytics insights, website updates, content planning, and brand strategy

Web Administrator, Texas Department of Criminal Justice

2007 to 2011 – Huntsville, Texas

- Managed an ADA compliant public website with more than one thousand products
- Designed marketing materials and digital assets for statewide communication
- Improved intranet systems to enhance communication and workflow
- Designed a one thousand item catalog that improved efficiency
- Collaborated with multiple departments to maintain accurate content
- Received the Texas Excellence Award for outstanding contributions

Professional Development and Education

Creative marketing and modern design training

AI supported design workflows in Photoshop, Illustrator, and Canva

Lone Star College

Marketing Coursework (4.0 GPA)

Camelback High School

Diploma

Awards

Texas Excellence Award, Texas Department of Criminal Justice

Employee of the Month and Quarter, Northwoods ELCP and Whobbies

Charitable Services

- Communication Chair for The Woodlands 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 for homeless downtown during the holidays
- Created 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