

MICHAELA ZUZULA

MARKETING & GRAPHIC DESIGN

CONTACT

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Bachelors in Social Media Design
Management from Northern
Michigan University.

EXPERTISE

- Experience in Branding.
- Assisted in developing a marketing department for a credit union.
- Designed co-branding for a credit union branch and Lake Superior State University.
- Increased social media reach for a credit union by 165% in 2024 compared to 2023.
- Increased social media follower growth for a credit union by 19.84% in 2024.
- Experience working in marketing and social media.
- Experience coordinating & designing magazines for organizations.
- Content creator and graphic designer.

PROGRAMS

- Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Premier Rush, Lightroom.
- Canva.
- WordPress, Squarespace, Wix, Elfsight.
- Constant Contact, Keap, Salesforce, Marketing Cloud.
- ChatGBT, Grammarly.
- Trello.
- Meta Business Suite, Facebook, Instagram, and LinkedIn.
- Buffer.

CERTIFICATIONS

- HubSpot Academy - SEO Certification.
- America's Credit Unions - Credit Union Certified Marketing Executive™ (CUCME).

WORK EXPERIENCE

Marketing Director

Limestone Financial Credit Union

(Full-time) March 2023 - Present

- Increased the credit union's social media reach by 165% in 2024 compared to 2023.
- Increased the credit union's social media follower growth by 19.84% in 2024.
- Assisted in developing the marketing department by creating brand guidelines and a comprehensive marketing plan informed by team feedback, surveys, one-on-one interviews, and overall organization strategic goals.
- Designed tradeshow/event materials including a tent, tablecloth, and teardrop flag.
- Designed co-branded marketing and branch materials for an on-campus location at Lake Superior State University.
- Volunteered on the Unified Branding Committee for Schoolcraft County.
- Developed the annual promotional calendar and designed campaign materials.
- Created and led a LinkedIn training session to enhance team engagement and professional presence.
- Supervised and mentored Marketing Interns.
- Planned and coordinated events, including credit union initiatives and community outreach.
- Established a streamlined marketing approval and editing process.
- Collaborated with the CEO to design a branded Visa debit card and implement a member communications plan for the transition from MasterCard to Visa.
- Managed marketing for the credit union.
- Maintained and updated the website, social media platforms, digital signage, mobile app, online banking, email communications, flyers, and other member-facing materials.
- Worked closely with vendor partners, reviewed product proofs, and placed orders.
- Developed analytics tracking methods and regularly reported on marketing performance monthly, quarterly, and annually.
- Proofread and edited all marketing and member-facing materials for clarity, tone, and consistency.
- Led the department under the direction of the CEO and Business Development Officer (BDO).

Marketing Coordinator

Lake Superior Community Partnership (LSCP)

(Full-time) 2021-2023

- Managed the social media for the organization and several of its contracted partners including the West End Health Foundation, Dickinson Area Economic Development Alliance (DAEDA), and Operation Action U.P.
- Coordinated the Operation Action U.P. Annual Meeting & Business Success Summit.
- Lead Designer for the City of Negaunee's Moving Forward Magazine (2022), and Forge Your Adventure (2023).
- Designed their member benefits materials and other communications materials.
- Designed the DAEDA Next-Level Career Magazine (presently known as SHIFT Magazine).
- Created and sent out marketing email blasts for the organization and its partners.
- Ribbon cutting and events photographer for the organization and partner events.
- Liaison for Operation Action U.P., Marketing Lead for DAEDA and the West End Health Foundation.
- Designed and implemented the Level UP program for the LSCP.
- Edited and managed the website for the organization and partner organizations.
- Coordinated events and assisted with other marketing team member events.
- Tracked and reviewed analytics.
- Writing, editing, and proofreading materials.

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WORK EXPERIENCE CONTINUED

Marketing Director

(Part-time) 2020 - 2021

Strategic Business Results (Lady Boss Coaches)

- Contributed to developing the business start-up.
- Managed social media for the business.
- Created and designed the website.
- Wrote and published blog posts.
- Designed the business coaching course book with the business owner.

Marketing Specialist

US Capital Mortgage Partners

(Part-time) 2018 - 2023

- Managed social media for the mortgage company and several of its partners including Viking Dental Lab, Matthew Smith & Associates (Keller Williams), and two Realtors.
- Updated the website and added blog posts.
- Design advertisements and print materials.
- Created videos.
- Sent out emails through Salesforce (iJungo).
- Tracked analytics.

Office Assistant

(Part-time) 2020 - 2021

Encore Financial Group

- Managed social media for the business.
- Submitted client applications and forms.
- Answer phone calls and handled scheduling.
- Ran payroll and receipts through QuickBooks.
- Trained new employees.
- Cleaned and maintained the office.

Administrative Assistant

Orchid Orthopedic Solutions

(Part-time) 2014 - 2017

- Attended OMTEC, where Orchid Orthopedic Solutions hosted a tradeshow booth.
 - Managed social media for the company.
 - Assisted the marketing and sales teams on various data entry and marketing projects.
 - Conducted research with the Marketing Director to design a social media strategy.
 - Booked travel for sales team employees.
 - Tracked social media followers.
 - Assisted Accounting with minor accounts payable.
 - Ran errands for Executive and Sales/Marketing team members.
 - Entered contacts and data into Salesforce.
 - Assisted with submitting expense reports.
 - Filed and sorted through NDAs, CAs, Contracts, etc.
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