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EXPERIENCE

LOLA

January 2022-Present

Creative Manager – Marketing

- Owner of LOLA's identity, bringing the brand to life across all consumer-facing channels for the business, including social media content, physical and digital product launches and line extensions, packaging, partnerships, and community-related campaigns across LOLA's omnichannel sales business (DTC, retail, e-Comm, and B2B)
- Sole designer and manager for LOLA Creative Team
- Provide creative direction for social and email campaigns, photo and video shoots, and vendors' creative teams
- Manage freelancers and the company's creative budget
- Work cross-functionally with all teams at the company

Apple Inc.

June 2021-November 2021

Graphic Designer – Corporate

- Worked with various groups in the People team at Apple to produce content for educational and training purposes
- Created web banners, page layouts, and formatted keynote presentations to follow Apple guidelines
- Supported motion graphics designers and videographers with copywriting and copy-editing needs
- Voice Over Talent: recorded and edited audio for an internal Apple commercial

December 2014-January 2022

Specialist – Retail

- Provided enriching, world-class customer service
- Designed and organize communication on I&D, Wellness, and community engagement for the store team
- Facilitated training sessions and workshops for employees and external customers, such as Today at Apple Sessions and Apple Camp/Field Trips
- Supported Operations, Genius Bar, and Business teams by consistently dealing with ambiguity and using innovation to present alternative solutions to existing problems
- Collaborated and co-facilitated briefings with Experts
- Advised small business owners on their next steps based on discoveries from internal research

PERSONAL STATEMENT

My name is Michele, and I'm passionate about human rights, design, and communication. I enjoy exploring the theme of social justice and creating commentary on challenging topics. I hope to exemplify positivity and perseverance in my life and work, and inspire others to do the same in their own lives and communities.

EDUCATION

The City College of New York, Harlem, NY

2011-2016

BFA Electronic Design & Multimedia

Human Rights Focus

Magna Cum Laude Honor Graduate

SKILLS

Adobe InDesign, Illustrator, Photoshop, Procreate, Keynote, Canva, Branding, Copywriting, Effective Verbal & Written Communication

COMPETENCIES

Problem Solving, Values Differences, Interpersonal Savvy, Customer Focus, Teamwork & Collaboration, Situational Adaptability, Listening, Organization

WHEN I'M NOT DESIGNING, I LIKE

Creative Writing/Journaling, Dancing, Singing, Rock Climbing, Cooking Jamaican Vegan Meals, Watching Documentaries & Inspirational Action Movies, Volunteering, Recording Podcasts, Cycling