

# michelle gigon

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## **award-winning creative director for hire.**

Michelle is that rare and valuable creative director who is as equally gifted with ideation and concept development as she is with writing. Michelle creates compelling brand-centric experiences, strategic campaigns and product launches. She is passionate about fresh new ways to immerse the audience in the message. And that's why she excels at capturing consumer interest, inspiring action and elevating brands.

## **expertise.**

Experiential Marketing   Concept Development   Branded Content   Storytelling   Lifestyle Marketing  
Strategy   Integrated Solutions   B2B   B2C   Experience Design   Event Activation   Copywriting

## **professional experience.**

Audi | AT&T | Coca-Cola | Google | XPRIZE | Mercedes-Benz | L.A. Food & Wine | WIRED | Nestlé | Gap  
Facebook | Lexus | Pacific Life | Hamilton Princess Resort | Porsche | Hilton | Harley-Davidson | TV Land  
Urban Daddy | Avon | Kia | NRG | Prius | Beam Global Spirits & Wine | Aspen Food & Wine Classic | NBA  
BMW | MillerCoors | MONAT | Judith Ripka | Pacific Palms Resort | Knot Standard | Cosabella | Toyota

**Sugarwick, Inc.** | CHIEF CREATIVE OFFICER | Los Angeles | 2002 – present

- **Develop and pitch** strategies and creative concepts to all clients
- **Manage and mentor** teams of five to 10 and provide creative leadership
- **Created and executed consumer engagement events** for launches of Toyota Prius (influencer tour) and Toyota VENZA (lifestyle intercepts). Utilized multiple consumer touchpoints to maximize exposure, generate targeted leads and increase purchase consideration
- **Spearheaded website development and messaging** for Avon Voices, a global online singing and songwriting competition that connected aspiring musicians with a thriving web community of fans and voters
- **Leveraged key consumer insights and lifestyle affinities** to target male beer drinkers during a crucial seasonal consumption period for Coors Light. Integrated online, in-store, print and social media components. Maximized borrowed interest equities to drive volume and build brand loyalty
- **Created brand voice** for the launch of a fashion brand targeted at millennial women. Crafted website and e-commerce copy, product descriptions, digital ads, promotional messaging and blogs. Created social media content across multiple channels
- **Developed event content** for Facebook Global Marketing Summit, including general sessions, reveals, interstitials, experiential touchpoints, playlists, receptions and awards ceremony
- **Crafted sponsorship activation plan** and creative execution for category sponsor of Aspen Food & Wine Classic, America's preeminent culinary event spanning three days of gastronomical elegance, wine tastings, cook-offs with master chefs and the latest trends in food and wine
- **Developed integrated marketing programs and lifestyle events** that paired Lexus vehicles with epicurean and prestige brands and delivered highly immersive experiences
- **Created partnership marketing pitch materials** for TV Land's "Hot in Cleveland" sitcom
- **Wrote e-commerce content and digital marketing campaigns** for Leota, a women's ready-to-wear fashion label based in Brooklyn
- **Designed attendee journey**, experiential touchpoints and event communications for Lexus National Dealer Meeting
- **Created a national series of B2B events** for AT&T that underscored the brand's progressive nature in a unique social context and won a Silver Ex Award

**CAA (Creative Artists Agency) | BRAND AGENT | Beverly Hills | 2001 – 2002**

- Created entertainment-driven consumer/channel marketing programs for Coca-Cola, Diet Coke and Sprite brands
- Advised clients on use of popular culture and entertainment content
- Evaluated and enhanced existing sponsorships and property relationships with Warner Bros., Universal Studios, New Line Cinema, NBA, NASCAR, Clear Channel and Sundance Film Festival

**Frankel | STRATEGY + CREATIVE | Glendale | 1998 – 2001**

- Strategic planning and promotional execution for Nestlé chocolate portfolio and Nestlé beverage brands with an aggregate \$45 million promotional budget
- Developed and executed consumer promotions and relationship marketing programs for a \$350 million beverage business; generated a 12% increase in sales volume in 2000
- Integrated advertising, online components, packaging, merchandising, premiums, events, in-store sampling, POS, sweepstakes, direct mail, sales collateral and publicity
- Negotiated and managed national tie-in partnership programs with Warner Music Group, Walt Disney Pictures, Sony Wonder Video and WGBH

**education.**

Marquette University, Milwaukee, WI

BA Journalism, emphasis in Advertising/Marketing, Magna cum Laude

**recent accolades.**

Silver Ex Award for AT&T “Molecular Mavericks” campaign

Published articles in Maggie Award-winning *Singular* magazine, 2010–2019

**key skills.**

- Generating awareness and sales across a diverse range of world-class brands
- Strong background in multi-channel online/offline marketing, experiential marketing, advertising, lifestyle events, promotions, branded content, storytelling and social media
- Curiosity to seek out what’s new, what’s next and translate into innovative, actionable ideas
- High levels of focus, drive, discipline, energy and enthusiasm
- Inspired leadership/adaptive manager—delegate, negotiate, direct, coach, mentor, celebrate

**outside the office.**

- Adventurous Traveler...Barcelona, Bora Bora, Turks & Caicos, Paris, Thailand, London, Madrid
- Fabulous Foodie...Bestia, A.O.C., Gjelina, Alimento, Redbird, Mozza, Otium, Petit Trois, Rossoblu
- Cultural Sponge...The Getty, L.A. Film Festival, Annenberg, LACMA, Hollywood Bowl, The Broad
- Wine Enthusiast...L.A. Wine Fest, Aspen Food & Wine Classic, Chicago Gourmet, LAFW

