

MICHELLE E. NUTTING

LAKE SAINT LOUIS, MO
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I am a content producer with more than 13 years of experience delivering engaging and creative content for various audiences. Able to work in a fast-paced environment, providing important information under tight deadlines.

EXPERIENCE

Emerson Tool Company, Saint Louis, MO – *Marketing Communications Specialist*

MAY 2022 - PRESENT

- Lead product content creation for major e-commerce platforms, enhancing brand visibility.
- Execute PR campaigns across retail channels, boosting product awareness.
- Develop content plans for multimedia shoots, ensuring cohesive marketing strategies.
- Manage editorial team to optimize online content with current SEO practices.
- Oversee budgets and vendor contracts, maintaining project timelines and approvals.
- Develop innovative marketing strategies that enhance brand visibility and engagement.
- Implement data-driven marketing campaigns that lead to measurable increases in customer engagement.
- Engage actively in trade show representation, enhancing brand presence, and establishing valuable industry connections.
- Collaborate with cross-functional teams to create impactful marketing initiatives that drive brand growth.

KSDK-TV, Saint Louis, MO — *Broadcast Content Producer*

JULY 2016 – MAY 2022

- Managed 4 pm newscast, ensuring seamless communication with stakeholders for timely broadcasts.
- Designed engaging content rundowns, integrating reporters and anchors for viewer engagement.
- Contributed to editorial planning, pitching, and executing compelling story ideas.
- Enhanced newsroom collaboration, fostering a dynamic and creative environment.
- Drove content innovation, achieving measurable viewer satisfaction improvements.
- Introduced new storytelling techniques, increasing audience engagement and fostering a culture of creativity.
- Worked in various cities and market sizes, such as Davenport, Iowa (2011-2012, 2014-2015), and San Francisco, California (2012-2014).

ej4 LLC, Saint Louis, MO — *Project Manager*

JULY 2015 - FEBRUARY 2019

- Led eLearning connect creation, enhancing client engagement and satisfaction.
- Directed a diverse production team, ensuring seamless project execution.
- Facilitated senior leadership communication, improving strategic alignment.
- Maintained client communication, fostering trust and project transparency.
- Supported marketing initiatives, boosting brand visibility and outreach.
- Lead project coordination, ensuring timely delivery of eLearning connect while enhancing team productivity.
- Developed creative strategies for eLearning projects, resulting in unique content solutions that cater to diverse client needs.

EDUCATION

Monmouth College, Monmouth, Illinois — *Bachelor of Arts*

AUGUST 2007 - MAY 2011

- Communications, Public Relations, and Political Science

SKILLS

Copywriting, Copyediting, Proofreading, Fact-Checking, Multi-tasking, Videography, Video Editing, AP Style, Organization, Social Media Strategy, Adobe Creative Suite.