**Michelle Moon Reinhardt**

Austin, Texas | (512)963-7866 | michellemreinhardt@gmail.com | [www.mmreinhardt.com](http://www.mmreinhardt.com)

**Marketing Professional**

|  |
| --- |
| **Skills & Expertise**Copywriting & CopyeditingMarketing StrategyCross-functional Team LeadershipClient & Vendor CommunicationVideo production, editing, & basic shooting/lightingA/B Testing B2B MarketingEmail Marketing Data AnalysisCampaign ManagementProject ManagementEvent ManagementBrand BuildingProduct EngagementMarketing FunnelsSegment PlanningWebinar ProductionTrainingForecasting & ReportingConsumer ProductsDigital Products**Technologies**Microsoft Word Microsoft Excel Microsoft Power Point PreziMailChimp platform API integrationsAdobe PremiereiMovieAvid Media ComposerGoogle Suite Google Analytics & AdWordsZapierHighrise & Bootcamp CanvaDjangoWordPressWeebly HubSpotConferencing PlatformsSocial Media PlatformsSocial Media Schedulers |

Award-winning communications professional with specialized skills in marketing, communication, video production, as well as management experience. Deep knowledge in writing for a technical audience, synthesizing information, capturing key concepts, and producing high-quality marketing materials, videos and training programs.

**Professional Experience**

**latakoo (SaaS technology)** *Austin, Texas**Mar 2017 - Present*

**Training and Communication Director May 2020 – Present**

Promoted to lead both content creation and to conduct training classes for new clients and new company products. Currently oversee content for ongoing monthly meetings for existing clients, including the NBC Network, Nexstar Media Group, and Euronews. Prepare monthly newsletter content, produce and host bi-monthly live marketing and training webinars, maintain the client support website, write editorial content, write and schedule social media, write, shoot and edit messaging videos, and copy edit company communications. Plan and lead training for >700 individuals on the latakoo system through webinars, monthly sessions, and specialized training programs in 2020. Evaluate incoming support requests to develop new training sessions.

**Marketing Director Mar 2017 – May 2020**

Developed the marketing and communication strategy for a dynamic, fast-growing startup company consistent with its culture and branding. During this time, assisted with a total re-write of the company website, designed campaigns to introduce the brand to new clients, wrote sales sheets and case studies. Developed messaging and marketing assets for international and national sales conferences, including booth materials. As Marketing Director, company sales increased 100%, which was largely due to a large current customer opting to expand their latakoo usage and components. Led the team that ran the trial period of this service across six news stations. After a successful period with comprehensive training and messaging, latakoo expanded across 112 stations in the US. It was this training need that led me to move into a customer-oriented training role at this company.

**Dimensional Fund Advisors** *Austin, TX Jan 2014 – Nov 2016*

**Video Director Jan 2016 - Nov 2016**

Promoted to internal video production director of a team five professionals to produce 200 video projects each year. Our team developed client support videos, large training projects, and corporate image videos, including one that received a Telly award in 2016. Created corporate video strategy, including flagship videos to educate prospective clients. Once the project was green-lighted by management, wrote the content, collaborated with internal stakeholders for approval, worked with a limited budget in a highly-regulated environment to deliver high-quality products consistent with the company’s culture. Hired and managed freelance crews and talent.

**Dimensional Fund Advisors**

**Video Producer Jan 2014 - Jan 2016**

Initially hired as a consultant for Dimensional in 2014, when there was no internal video content creation. Transitioned to employee and assisted in the creation of an internal video strategy, a scalable process, and the video content for a flagship marketing initiative, The Value of Advice. This series provided marketing videos to financial advisors affiliated with Dimensional. Produced more than 150 videos for advisors across the country while working with a single editor and photographer before the team expanded. This project was also the impetus for the business case for an internal video team. Educated management on the deployment of additional types of videos, training projects for B2B and B2C clients as well as educational topics and videos that showcased employee knowledge and expertise.

[**www.mmreinhardt.com**](http://www.mmreinhardt.com)

**Video Producer, Director, Writer Sep 2000 – Jan 2014**

For more than a decade, I was the sole proprietor of New Moon Productions, a turnkey video production company. During this time, I also worked with local and national production companies on projects for various clients, including Dell, American Heart Association, Luminex, and Enviromedia. I was responsible for coming up with a creative approach, researching the topics, and presenting the briefs to clients for their review. After the project was approved, I worked across technical and creative teams to execute the project; leading the interview, writing the script, collaborating with the production and postproduction teams, incorporating client feedback into project, and delivering project on time and budget. I often served as a bridge between the initial creative idea and a final product.

**Television Correspondent — Various stations Sep 1991 – May 2000**

**The Texas Network** On-air reporter for a startup, statewide network, delivered live reports to stations across Texas daily, including state capitol coverage.

**WAVE-TV** Created the station’s first dedicated investigative team, investigative reporter, award-winning general assignments reporter. Nominated for a regional Emmy five times.

**KGBT-TV** On-air general assignments reporter for McAllen bureau covering both sides of the Texas/Mexico border, gained Spanish conversational skills.

**Education**

**Bachelor of Journalism |** University of Texas at Austin

Specialized training in computer-assisted reporting received from the University of Missouri. I am a graduate of The Poynter Institute Center for Investigative Reporting.

**Awards**

**Telly Award**, 2016

Excellence in Corporate video production for Foundation Built on Great Ideas, Dimensional Fund Advisors.

**American Heart Association Award,** 2011

Excellence in training videos for medical professionals.

**Best Investigative Reporter,** Associated Press of Kentucky

**Best Feature Reporter,** Associated Press of Indiana

**Best General Assignment Reporter,** Associated Press of Kentucky