



MICHELLE MANSON

Corporate Marketing, PR, and Communications

+ EXPERTISE

PR & MARKETING

Global PR, Media, and Analyst Strategy and Programs
Corporate Communications Vision, Strategy, Implementation
Complete Customer Journey Tactics Planning, Execution

BRAND

Brand Strategy and Deployment
Brand and Solution Messaging Development
Creative and PR Agency Management

LEADERSHIP

Team Leadership and Executive Team Collaboration
Communications Policy Development
Change Management Strategy/Programs

ANALYSYS & TECH

Marketing Automation/CRM Strategy and Implementation
In-Depth Analytics and ROI Tracking
Annual Departmental/Program Budgeting

+ EXPERIENCE

2017 – Present: Director, Corporate Marketing & Communications, Astronics Corporation, Kirkland, WA

- **Business Impact:** Established a new global corporate marketing function, serving as the global head of marketing, PR, and communications. Generated a fresh brand for the corporation, drawing many business units into the “One Voice of Astronics” and growing worldwide customer/media awareness. Working with the team, created a 145% lift in direct traffic within two years.
- Served as global PR lead, generating speaking engagements at top industry events, executive interviews, byline articles, favorable market analyst reports, and other PR. Acted as company spokesperson. Wrote, edited, and/or approved of all public comms and managed crisis PR. Developed/managed all media/influencer relationships. Working cross-functionally, developed compelling thought leadership platforms and content.
- Developed, wrote, and/or directed implementation of all corporate marketing strategic plans and programs, including corporate brand, ID, [website](#), advertising, email marketing, [social media posts](#), [video](#), [sales app](#), [blog posts](#), literature stack, [content marketing](#), [product animations](#), interactive sales presentations, market research, company store, corporate SharePoint, and others.
- Developed a direct and cross-functional team across the country. Created communications policies, brand guidelines, and other corporate standards.
- Planned and implemented marketing toolsets including CRM, marketing automation, analytics, social media toolsets, and others.
- Directed several major events per year, including [Aircraft Interiors Expo](#), [APEX](#), and [NBAA](#) with 9+ business units participating and significant booth/demo build-ups. Developed and ran quarterly and yearly marketing/sales conferences.
- Directed creation of the [investor website](#) and assist with investor relations.

+ EXECUTIVE PROFILE

Results-focused PR, brand, and marketing communications leader

Develop and manage teams for global technology brands

Create and drive strategic, multi-channel, multi-touch programs

Achieve business objectives while improving company brand/value

+ INDUSTRIES



Mil/Aero/Space Mission
Critical Systems



Enterprise SaaS



Embedded Systems



Semiconductors

+ CONTACT

michellermanson@gmail.com

[LinkedIn Profile](#)

[Multimedia Portfolio](#)

425.269.9035

Bothell, WA

+ EDUCATION

UCLA - BA English
Minor in Business

UCLA Extension - marketing
certificate coursework

Coursera – Wharton Marketing

+ TECHNOLOGY



Microsoft
Office Suite
Dynamics

InDesign
Acrobat
Photoshop
Premier
Lightroom



+ AWARDS, ACTIVITIES, & ASSOCIATIONS

- Women In Technology International (WITI)
- Washington Technology Industry Association
- PTA President
- Recipient of Washington State PTA "Golden Acorn" Award
- Various work performance recognitions
- Susan G. Komen for the Cure - 3-Day Walk
- Sammamish Arts Commission

+ EXPERIENCE

2015 – 2017: Sr. Manager of Marketing Communications, Astronics Test Systems, Irvine CA

- **Business Impact:** Grew awareness for semiconductor solutions by more than 900% within the first 9 months, penetrating a market with several entrenched competitors. Doubled awareness of other product lines in the same time.
- Strategized, planned, and executed all marketing programs for the test subsidiary of Astronics. Re-developed the marketing communications program from the ground up, covering all major disciplines, and modernized the program with digital marketing and analytics.
- Promoted to global corporate marketing lead within 18 months.

2013 – 2015: Director of Marketing Communications, Chronus SaaS Enterprise Mentoring Software, Bellevue, WA

- **Business Impact:** Leapt ahead of established competitors, increasing inbound lead volume by 1100% in the first 12 months and influencing \$4.5M in opportunities. Received two performance awards.
- Created and executed all marketing, communications and PR initiatives, breaking into a crowded enterprise HR software market and winning customers including Coca Cola, Amazon, and the U.S. Federal Reserve.
- Rebranded and re-launched the company from the SMB to enterprise market, achieving significant press and market analyst coverage plus multiple corporate awards. Included new logo, visual identification, brand architecture, and messaging. Oversaw analyst relations and achieved software rankings in reports.
- Designed and implemented cost-effective content marketing strategy, contributing to lead growth and improved SEO. Built a network of subject matter experts (SMEs) to write and conduct educational webinars on behalf of Chronus.
- Developed and launched a customer advocacy-marketing program with Chronus customers to demonstrate solution impact.

2001 – 2013: Director of Marketing Communications, VPT Inc. Power Electronics, Bothell, WA

- **Business Impact:** Penetrated mature market with two longtime suppliers, achieving significant brand building and demand generation to help grow company organically from \$3M to the #1 preferred provider with revenues of \$40M+ in 11 years.
- Orchestrated all brand marketing, communications, and public relations activities to sell aerospace miniaturized electronic power components in 30+ global aerospace/defense/commercial markets through direct and distribution channels.

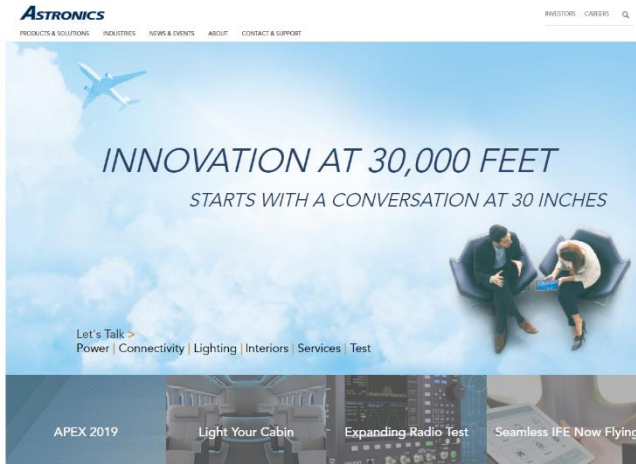
Additional Experience

Director of Corporate Marketing, BSQUARE, Bellevue, WA
Marketing Manager, Interpoint (now Crane Aerospace), Redmond, WA
Account Executive, Newmark and Associates Advertising, Los Angeles, CA

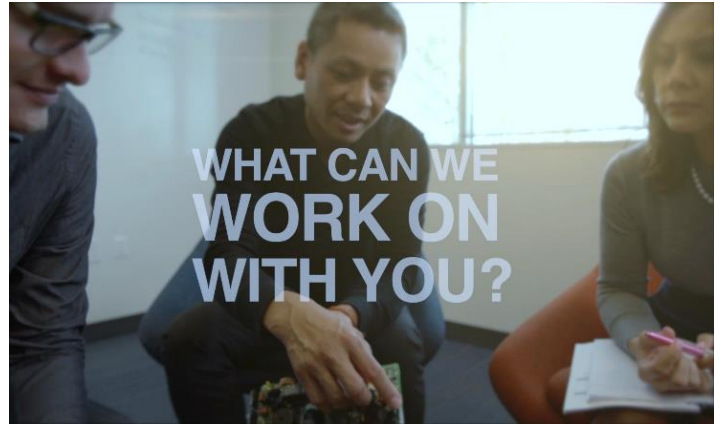
Global Communications: Recent Work

Complete Portfolio and References Available Upon Request

[Corporate Website Vision/Strategy/Writing](#)



Corporate, Market, and Solution [Multimedia](#)



Brand Advertising, Print & Digital



Monthly [PR Placements](#)

Forbes

Puget Sound
BUSINESS
JOURNAL

THE
WALL STREET
JOURNAL

AVIATION WEEK
NETWORK

Aircraft
interiors
INTERNATIONAL

RUNWAYGIRL
NETWORK
"Where air transport intelligence meets the passenger experience"

[Industry Events](#) – Paris Airshow, AIX, AUSA, etc.



Tech Keynote Speech Placement/Writing/Visuals

