

Michelle Fondacaro

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Education

Brandcenter at Virginia Commonwealth University, Richmond, VA
M.S. of Business/Branding – Track: Brand Management

Ramapo College of New Jersey, Mahwah, NJ
Bachelor of Arts in Business Administration, Concentration in Marketing

Work Experience

That1Painter Richmond, Richmond, VA

Contract Marketing Strategist

January 2025-Present

- Researching housing and home renovation trends in the Richmond area
- Designing, developing, and executing multi-channel marketing campaigns integrating direct mail and email, increasing local engagement and brand awareness
- Managing digital brand assets in accordance with corporate communications to ensure consistency
- Producing email campaigns targeting homeowners and professional partners to boost brand awareness and engagement

River Road Psychiatry, Richmond, VA

Contract Marketing Strategist

May 2024-July 2024

- Conducted competitive analysis and audience research surrounding mental health and wellness trends in the Richmond area to inform brand positioning and messaging strategies
- Redesigned website, focusing on user experience and SEO, to increase site traffic and lead conversions
- Maintained brand consistency across digital channels using updated brand guidelines

VCU Brandcenter, Richmond, VA

Student Creative Strategist

August 2022-May 2024

- Conducted and analyzed primary and secondary research, including consumer interviews, surveys, and competitive analysis, uncovering insights to shape brand strategy
- Developed strategic frameworks and creative briefs to guide creative teams throughout campaign
- Presented strategic recommendations to clients, refining messaging and positioning based on feedback

PXP, New York, NY

Content Strategy Intern

June 2023-August 2023

- Performed social listening, cultural analysis, and market research to develop content strategies for CPG clients
- Identified and vetted influencers and content creators for potential partnership
- Produced weekly social media and market trend reports, to be distributed to agency Social Media Managers and Content Strategists

Rosica Communications, Fair Lawn, NJ

Public Relations and Marketing Intern

February 2021-September 2021

- Drafted press releases, pitches, social posts, and email campaigns for healthcare and nonprofit clients and the firm
- Secured earned media coverage, amplifying client visibility
- Maintained media lists and tracked coverage to support campaign performance reporting

Skills

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| • Campaign Tracking | • Microsoft Office Suite |
| • Competitive Analysis | • MRI Simmons |
| • Creative Briefing | • Qualitative & Quantitative Research |
| • Generative AI (ChatGPT, Dall-E, MidJourney) | • Talkwalker |
| • Market Analysis | • Social Listening |
| | • Storytelling |