

MARIA MIRANDA HENKEL

EXPERIENCE

MIRANDA DESIGN / WESTFIELD, NJ

Creative & Digital Marketing Consultant: 2009-present

- Used data and insights to develop a creative strategy and marketing content for the Newark Mentoring Movement to strengthen their community partnerships and support network, while increasing donations for the "100 Give100" campaign to invest in quality mentor training for underprivileged youth in Newark.
- Designed and implemented content strategy and social media campaigns for David Realty Group, which led to successfully closing on over \$20 million in real estate transactions and attracted new associates to increase sales force by over 100% over three years.
- Concept campaign ideas and implementation of marketing content and environmental graphics for the North Essex Chamber of Commerce's Taste of Essex annual fundraising event.
- Conceived and designed an inspirational promotional campaign for "Songs That Save," which showcased local musicians and Nashville singers in a fundraising campaign for St. Jude Children's Hospital.
- Designed creative strategy and brand storytelling for NJMoCA start-up and created an integrated campaign building merchant relationships with the local community for the outdoor exhibit "HEADS" by Dumitru Gorzo in Red Bank, NJ which attracted worldwide visitors.

CLUBCORP INC. / DALLAS, TX

Senior Graphic Designer /Account Manager: 2006-2009

- Managed country club and business club marketing and editorial content for 15 clubs owned by ClubCorp on tight deadlines in a fast-paced work environment, accounting for increased positive member relations and new memberships.
- Chief contributor for Brookhaven Country Club's re-branding and designer of new "Grille" logo and menu design which resulted in and In-house design award in 2008.
- Increase brand awareness across multiple channels and developed new content to create memorable experiences engaging clients.

THE DALLAS MORNING NEWS / DALLAS, TX

Graphic Designer: 2001-2006

- Lead designer for the newspaper's new product launches, including *Quick*, a newspaper targeted at young adult readers. Won an INMA award for the Addison Kaboomtown promo design and 3D glasses.
- Served as a brand ambassador at events through public relations and guerrilla marketing for *Quick* and fashion publication *F!D Luxe*
- Designed initial branding campaign launching Texas' largest Spanish language newspaper, *Al Día*, which has received numerous awards since its inception.
- Created advertising content to pioneer one of the first SMS campaigns in the US with a local Chevrolet dealership which won a Newspaper Advertising Association Award in 2004.

EDUCATION

RUTGERS BUSINESS SCHOOL

NEWARK / NEW BRUNSWICK, NJ

MBA / MARKETING & STRATEGY

2020 Founder of the Rutgers MBA Entrepreneurship Club – CeO Forum

2019 VP of Communications, Black & Hispanic Business Association.

UNIVERSITY OF NORTH TEXAS

DENTON, TX

BFA / COMMUNICATION DESIGN /

Creative Summit Award – Ad Illustration

SKILLS

- Creative Strategy / Brand Development
- Social Media Marketing & Cultural Trends
- Communications / Copywriter
- Event Coordination & Design
- Email Marketing / Newsletters
- Graphic Design / Adobe Creative Suite
- Project Management
- Microsoft Word / PowerPoint / Excel
- Data Analysis for Actionable Strategies
- Cross-functional Team Leadership
- Fluent in Spanish

VOLUNTEER

- Founder/ President of Rutgers CeO Forum: organization creating networking and mentoring opportunities for MBA students and alumni with local entrepreneurs and business partners/investors.
- Member and Rutgers MBA Liaison for Prospanica New Jersey
- Newsletter editor and Laser Regatta Chair at Monmouth Boat Club
- Leukemia and Lymphoma Society Team in Training NJ Marathon Coach and run/walk Training Captain
- Master Gardener and floral bouquet designer at Seeds For Hope charity