

E. Michelle Fleming

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Marketing & Public Relations Manager

Enthusiastic, highly-motivated public relations professional looking to demonstrate leadership through service and live out a passion for the arts. I thrive on helping organizations reach their full potential to transform audiences into communities. I am a creative problem-solver and fast learner, committed to building relationships and promoting a dynamic brand with an efficient, customer-centric approach.

Core Strengths and Expertise

- Skilled in large-scale event coordination. Diverse background encompassing performing arts, educational, and nonprofit project initiation, development, promotion, and management. Currently works with a small team to produce over 150 public event days annually.
- Solution-oriented leader with superior empathy, interpersonal, and communication skills and ability to foster growth through a customer-centric approach.
- Accomplished in managing relations with media personalities and industry contacts in a variety of fields, leveraging relationships with influencers to achieve marketing goals.
- Graphic design and layout design for online and print media including websites, blogs, newsletters, flyers, and exceptional social media knowledge.
- Confident written and verbal communications, public speaking, and presentation skills. Regularly interfaces with the public through television, radio, and event appearances.
- Delivered presentations on a variety of topics for partners including Henderson County Tourism Development Authority, Converse College, SCORE Association, Blue Ridge Mountain Host, Blue Ridge Community College, and others.
- Extensive research, writing, editing, and publishing experience, ensuring a consistent message to internal- and external-facing communications.
- Excellent strategic organizational planning and brand development strengths for successful and timely completion of complex programs. Projects range from season ticket subscription sales to 5 city concert tour for independent artists to multiyear, comprehensive marketing plans.
- Grant writing: earned approximately \$130,000 individually and as a team since 2010 in state, local, private grants.
- Budget management skills include cutting costs and allocating financial resources to maximize results. Particular focus on leveraging partnerships, sponsorships, and in-kind resources for small arts organizations.
- Distinguished from peers by outstanding eye for detail, creative flair, and resolute determination to maximize quality in fast-paced environments.

Technical Skills

- Mac and PC operating systems
- Microsoft Office including Access and SharePoint
- Adobe Creative Cloud
- Social media campaign creation and analytics
- 5 years experience website content manager; intermediate web design, maintenance & SEO
- Fluent in Spanish

Education

Converse College, Spartanburg, SC
Magna Cum Laude
BFA Creative & Professional Writing, Theatre Minor
BA Spanish

Current Role

Manager of Marketing and Public Relations, Technical Associate
Tryon Fine Arts Center
www.tryonarts.org