

# Michelle Schoening

A creative executive who brings vision, strategy, inspiration, and expertise to marketing design disciplines. Deep experience organizing large teams for both **strategic innovation and creative execution** for measurable results across all delivery channels for multiple audiences. Passionate about developing emotionally resonant brand expressions, stories, and experiences.

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## Education & Certifications

### University of Texas at Austin

College of Fine Arts, Design 1993 - 1997

### Yale School of Management

Business Perspectives for Design Leaders  
Executive Education 2021

IDEO U Leading For Creativity 2019

IDEO U Innovating with Data 2023

AIGA Design Data Analysis Certification 2021

Fast Company Executive Board Member since 2023

## Work

### AVP, Marketing Communications & Design at Navy Federal Credit Union 2022 - Present • Northern VA

The world's largest mission-driven credit union focused on the military and their families.

- Led and mentored the design, copy, web strategy and development teams (60+) in the creation of marketing experiences and initiatives across owned and paid channels.
- Oversaw budgets, schedules, processes, resources, and training.
- Established the corporate brand standards and evangelized consistency across the enterprise, all channels, and with outside vendors.
- Built partnerships with internal research and strategy teams, outside agencies, video & DM production companies, photographers, and staffing agencies.

- Established in house creative agency, Creative Corps, in 2020 to foster a culture of identity, engagement, learning, experimentation and collaboration. **Increased team engagement results by 23% in 2021.**
- Led first brand awareness effort to directly engage Gen Z members and prospects across video-first platforms **increasing Snapchat brand awareness by +16 pts, paid social engagement by +4%, and YouTube video view rate by nearly +50% over platform benchmark.**
- Developed and launched a Marketing Innovation Initiative. Created training modules with Navy Federal University and facilitated 10+ "How Might We?" sessions with cross-functional groups. These member-focused sessions, based in Design Thinking methodologies and rooted in data, have **resulted in high-performing breakthrough campaigns and experiences.**
- Established a brand storytelling strategy - intentional program for telling, publishing, distributing, and amplifying stories in ways that enhance business value and foster engagement with our members. Framework interweaves brand purpose, positioning, value proposition, supporting pillars, and personality **to move the needle on brand tracker drivers and corporate goals.**
- Co-led full-scale SAFe Agile transformation of Marketing department **increasing our velocity by 20% and capacity by 48% in the first year.**
- Sponsored the Enterprise Accessibility Program - a robust accessibility testing/compliance/training program for our digital properties and marketing communications that aims **to provide equal access to our products and services for all members.**

### Manager (Head of) Creative at Navy Federal Credit Union 2017 - 2022 • Northern VA

Assessed/upskilled designers and developers, created a culture of continuous learning and a standard for world-class creative.

*Creative Direction | UX | Social Media | Content Creation  
Resource Management | Strategic Concepting | Video  
Production | ADA | Change Management | In House Agency*

### Design Team Lead at mdg (marketing design group) 2016 - 2017 • Northern VA

An award-winning strategic marketing agency that specializes in **trade shows and national/international associations**. Managed and mentored a team of art directors in two locations, advised on strategic leadership initiatives, and produced high-level creative concepts with the goal of increasing event attendance and engagement.

*Strategic Team Leadership | Creative Direction | Mentoring  
Multi-channel Marketing | Concepting | Branding*

# Work, cont'd.

## **Creative Director/Owner at Type A Studio**

**2008 - 2017 • Northern VA**

Design, marketing, and social media management for large and small businesses. Managed a portfolio of clients, provided brand expertise and increased online visibility to attract larger local clientele.

*Creative Direction | Client Management | UI/UX | Social Media | Content Creation | Resource Management | Strategic Concepting*

## **Founder/Creative Director at Modern Reston Magazine**

**2014 - 2016 • Northern VA**

Co-creator of Modern Reston, an online magazine that was targeted toward a savvy, forward-thinking audience who celebrated Reston's "post urban" contemporary culture.

*Creative Direction | Editorial | Photography | Field Reporting | Community Outreach | Social Engagement*

## **UI/UX Design Lead - Contract at Manalto Inc.**

**2015 • Northern VA**

Manalto was a key player in enterprise social media management. They provided a central infrastructure that efficiently managed and controlled multiple social media assets operated by multiple outlets (ex: franchises).

*UI/UX Design Direction — Responsible for streamlining an existing application, creating client on-boarding interfaces, and directing a team of developers.*

## **Senior Art Director at Haggin Marketing**

**2004 - 2008 • San Francisco**

Haggin Marketing, Inc. provided digital, direct, and retail marketing services to top-tier clients such as eBay, PayPal, Shutterfly, AT&T, Amazon, and Dell. My duties included the management of designers, writers, developers, illustrators, photographers, and production designers from project conception to completion.

*Art Direction | Print & Digital | Resource Management | Multi-Channel Marketing | Strategic Concepting*

## **Art Director at Kane and Finkel**

**2003 - 2004 • San Francisco**

A fully-integrated and award-winning agency specializing in pharmaceutical, biotech, medical device, diagnostic, and consumer health industry sectors. While at Kane & Finkel, I created marketing campaigns for both consumer and medical professionals for clients such as OrthoNeutrogena, Genentech and Merck.

*Art Direction | Print & Digital | Resource Management | Multi-Channel Marketing | Strategic Concepting*

## **Art Director at mdg (marketing design group)**

**2002 - 2003 • San Diego**

mdg is a niche marketing company specializing in trade show and association strategic marketing. Clients included Seattle and San Francisco Gift Shows, SuperZoo (pet industry), Magic (fashion), and Remodeling Show.

*Art Direction | Resource Management | Multi-Channel Marketing | Branding | Strategic Concepting*

## **Art Director at Marketing Drive Worldwide**

**2000 - 2001 • San Francisco**

Marketing Drive Worldwide Inc. was as a global promotional marketing agency. Clients included Visa and Palm.

*Art Direction | Resource Management | Strategic Concepting*