

MISHEAL HUGHES

Marketing Strategist | Program Management | Cross-Functional Campaigns



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mishealhughes.com

SUMMARY

Strategic marketing professional with experience leading multi-channel campaigns, managing cross-functional projects, and supporting brand growth across Chattanooga's business communities. Skilled in marketing strategy, program coordination, CRM systems, and executive-level communications.

EDUCATION

BBA, Marketing —

Southern Adventist University (2020)

Microsoft Project Certification —

LinkedIn Learning (2023)

CNA Certificate Program —

University of Tennessee at Chattanooga (2025)

Art Therapy Practitioner Certificate —

Scholastic (2024)

CORE SKILLS

- Marketing Strategy
- Cross-Functional Collaboration
- Program & Project Management
- Stakeholder Relations
- Data Reporting & Analytics
- Community Engagement
- Brand Development
- Content Strategy & Digital Assets
- Coaching & Client Support

TOOLS & SYSTEMS

- Microsoft Project, Monday, Slack, Teams
- Google Analytics, Mailchimp, Klaviyo
- Adobe Illustrator, Adobe XD, Canva
- Thinkific, Shopify, Star, Springer Miller Systems
- CRM Platforms (Slate, HubSpot-style systems)

PROFESSIONAL EXPERIENCE

Programs & Marketing Director | Proof Incubator, 2021 - 2023

- Led marketing strategy and coordinated 5+ multi-state programs simultaneously.
- Developed refined marketing plans for 25+ small businesses, strengthening brand visibility and community engagement.
- Managed program logistics, scheduling, stakeholder communication, and reporting to partners & directors.
- Oversaw digital content, social promotion, and the website management.

Concierge & Reservations Operator | The Reefs Resort, Apr - Oct 2024

- Streamlined guest payment and reservation workflows using the Springer Miller hospitality information system, improving process efficiency.
- Managed bookings, financial transactions, and communications for international clientele in a high pressure environment.
- Selected as Employee of the Month (July 2024) for exceptional performance.

Artist & Small Business Owner | Art by Mishh, 2023 - Present

- Founded e-commerce brand; designing creative assets, managing website/Shopify, and leading fulfillment logistics.
- Coordinating vendor production, supply chain communication, and customer engagement through digital channels.

Brand Production & Strategy Intern | Humanaut Sept - Dec 2020

- Supported strategy and production teams on campaigns for national CPG brands (SunButter, Nutribullet, Sambucol, etc.). Assisted in pitching and securing new business opportunities.
- Presented a comprehensive industry trends research project to agency executives.

Markets Intern | KPMG Bermuda, Jun - Aug 2017

- Partnered with the COO on the firm's enterprise-wide 5-year data scrub, handling research, data consolidation, analysis, and STAR system updates.
- Supported corporate events with 200+ attendees, coordinating logistics, vendor communication, and marketing materials.

Transfer Admissions Intern | Southern Adventist University, 2018 - 2020

- Managed data tracking and budget sheets for 50+ prospective students.
- Designed and executed the Recruit-Back Program, Transfer Focus Group, and Immersion Project.