

MISHEAL HUGHES

MARKETING | BRANDING | ADMINISTRATION | ART



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www.mishealhughes.com

EXPERIENCE

ARTIST/OWNER

July 2023 - Present | Art by Mishh

- Original creation of all art designs in addition to complete website design & Shopify store/products set up & coordination of all events
- Supply chain management & communication with production & shipping partners
- Order fulfillment & social media content creation/promotion

CONCIERGE & RESERVATIONS OPERATOR

Employee of the month July 2024

April 2024 - October 2024 | The Reefs Resort

- Check ins & check outs for incoming hotel guests
- Check outs, sales, & billing for in house guests
- Dining & hotel reservations, call management, & general concierge

PROGRAMS/MARKETING DIRECTOR

April 2021 - October 2023 | Proof Incubator

- Managing online programs for over 15 cohorts, coordinating live sessions & participants' progress. Constructing reports on program progress, results, business & demographic data for sponsors & partners of over 15 cohorts.
- Executed 5 email, social media, & SMS promotional campaigns. Created company-wide yearly marketing strategies.
- Consulted with 25 small businesses on marketing/social strategies, creating websites, & copywriting/package design for new product launches

BRAND PRODUCTION/STRATEGY INTERN

September 2020 - December 2020 | Humanaut

- Planned strategy & production projects through client meetings & creative research
- Collaborated on new business efforts in securing 4 major clients
- Conducted & presented comprehensive market research project on 5 current industry trends

TRANSFER ADMISSIONS ASSISTANT

May 2018 - May 2020 | Southern Adventist University

- Constructed budget sheets for over 50 leads (prospective students)
- Designed/launched 3 major recruitment projects; the Recruit-Back Program, Transfer Student Focus Group, & Transfer Student Immersion Project

MARKETS INTERN

June 2017 - August 2017 | KPMG Bermuda

- Collaborated with local charity to compile media archives & present a 100 year celebration project
- Planned & executed the annual networking event with over 100 attendees
- Assessed data & lead interviews to conduct the firm's 5 year data scrub under the guidance of the CFO

EDUCATION / CERTIFICATIONS

SOUTHERN ADVENTIST UNIVERSITY
Bachelors of Business Administration,
Marketing 2020

LINKEDIN LEARNING
Microsoft Project Certification, 2023

SCHOLISTICO
Art Therapy Practioner Certification, 2024

SKILLS

- Program Management
- Project Mangement
- Branding & New Product Launch
- CPG Packaging & Brand Growth
- Leadership
- Event Planning
- CRM
- Website Design & Promotional Materials
- New Business Acquisition
- Customer Service

SOFTWARE & TOOLS

- Thinkific
- Slack
- Harvest
- Mailchimp
- Klaviyo
- Calendly
- Adobe Illustrator
- Adobe XD
- Canva
- Google Analytics
- Springer Miller Systems