

# GLENN MICHAELS

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## Marketing and Community Service

Proven marketing, communications and fundraising professional and leader whose passions are to:

- **Simplify** complex information to clearly explain the most important features and benefits;
- **Engage** people in long-term, mutually-beneficial relationships built through trust and exceptional value; and
- **Motivate** people to take desired actions based on an unmatched understanding of and ability to meet or exceed their unique needs.

## AREAS OF EXPERTISE

Multi-Channel Marketing and Marketing Communications • Public Relations and Public Policy  
Media Relations and Corporate Spokesperson • Development and Fundraising • Content Creation  
Strategic Planning and Research • Corporate and Volunteer Team Leadership • Cross-Team Collaboration

## PROFESSIONAL EXPERIENCE

- **Fine Arts and Art History, Communications, Public Relations, Market Research and Public Policy**
- **Media & Community Relations, Multi-Channel Marketing and Content Creation**
- **Writing & Editing Strategic Planning, Development and Fundraising and Volunteer Organizations**
- **Budget Management • Team Leadership**
- **Cross-Team Collaboration.**

### **L.L.BEAN, Freeport, ME**

#### **Seasonal Sales and Marketing, 2014 – 2019**

- I accepted this position as a planned action after retirement at age 60. This was a part-time seasonal position in the Camping Department from May through January. I truly enjoyed this position as it gave me the opportunity to serve L.L.Bean customers from across the globe. My passion for the outdoors, extensive camping and marketing experience and more than 40 years as a loyal L.L.Bean customer provided ideal experience for this position. I am honored to have been asked to return again in the future.
- Key Accomplishments: I won the "Founder's Award" for my commitment to excellent customer service and the L.L.Bean tradition of quality.

### **AMERICAN RED CROSS, Portland, ME**

#### **Volunteer Chief Storyteller, December 2013 – 2015**

- Effectively delivering motivational stories that demonstrate, recognize and promote the life-saving and life-changing accomplishments of American Red Cross donors, volunteers and staff in Maine

### **VOLUNTEERS OF AMERICA NORTHERN NEW ENGLAND, Brunswick, ME**

#### **Director of Marketing Communications, 2005 – 2013**

#### **Director of Development and Marketing Communications, 2002 – 2005**

- Created branded vision, strategies and multi-channel tools that educated and motivated various publics to increase the organization's human and financial capacity to serve those most in need
- Built new and strengthened existing relationships resulting in a significant increase in donations (including the Major League Baseball Players Association Trust, The Home Depot® Foundation, Volunteers of America's National Office, Stephen and Tabitha King Foundation and local Maine United Ways)
- Represented the organization in both internal- and external-facing relationships including employees; donors; partners; clients; volunteers; media; and local, state and national representatives
- Spearheaded all aspects of fundraising and development, including individual and organizational donors, grants, events, direct mail and online initiatives
- Dramatically increased and optimized the value and impact of volunteer and in-kind resources

## Glenn Michaels Page 2

### **VOLUNTEERS OF AMERICA NORTHERN NEW ENGLAND, Brunswick, ME**

#### **Key Accomplishments:**

- President's Award for exceptional achievement and dedication to the organization's mission of service
- National Volunteers of America's award in recognition of exceptional marketing and fundraising success
- Led transition from small event-driven fundraising organization to one focused on building long-term, mutually-beneficial relationships
- Secured \$200K grant from The Home Depot Foundation for homeless veterans' housing

### **IDEXX LABORATORIES, INC., Westbrook, ME**

#### **Marketing e-Solutions and Internet Developer, 1999 – 2002**

#### **Manager, Marketing, Corporate and Leadership Communications/Creative Services, 1996 – 1999**

- Handpicked to lead technology initiative and built comprehensive e-business plan and Web Solutions team capable of serving the growing needs of global employees and clients
- Collaborated with senior management to create an effective, personal and timely global communications process and network to share vision, strategies, products, financial results and successes with employees
- Managed team that produced global marketing communications strategies and tools

#### **Key Accomplishments:**

- Integral in dramatic sales/service increase and reduced costs via constant improvement and innovation
- Received 2X Award – the organization's highest recognition for exceptional leadership and achievement

## EARLY CAREER TRAJECTORY

### **BLUE CROSS AND BLUE SHIELD OF MAINE (NOW ANTHEM), South Portland, ME**

#### **Direct Marketing and Marketing Communications Consultant, 1994 – 1996**

#### **Administrator of Marketing Communications, Group Business Unit, 1988 – 1994**

- Blue Cross and Blue Shield of Maine: Annual Employee Recognition Award
- Blue Cross and Blue Shield Association Creative Marketing Award
- First winner of the Distinguished Community Leader Award
- Advertising Club of Greater Portland Broderson Award

## TECHNICAL EXPERTISE

- **Digital Photography/Video Production:** Samples on website at [www.glenmichaels.org](http://www.glenmichaels.org)
- **Applications:** MS Office, Adobe Photoshop and Photoshop Elements
- **OS:** PC & Mac

## EDUCATION

- **BFA, Art, Design and Communications**
- Lindenwood University, St. Charles, MO
- **Post-Graduate Studies, Advertising and Graphic Design**
- Parson's School of Design, New York, NY

## PROFESSIONAL DEVELOPMENT

- **Social Media Marketing Institute:** Award-winning online program for social media, 2014
- **The Goodman Center:** Storytelling as Best Practice, 2010
- **J.L. Kellogg Graduate School of Management, Evanston, IL:** Executive programs in marketing, communications and e-business, 1992 – 2000
- **Direct Marketing Association, Chicago, IL:** Executive programs in direct marketing, 1995 – 1996
- **Hurricane Island Outward Bound Program:** Executive leadership and team building, 1996
- **Volunteer Leadership Institute, Portland, ME:** United Way program for top community leaders, 1994

## Glenn Michaels Page 3

### ADDITIONAL AWARDS

- **The International Council of Shopping Centers' Global MAXI Award** for professional excellence in the global retail real estate industry
- **The American Red Cross Clara Barton Award for Volunteer Leadership:** Recognized for providing distinguished leadership and community service supporting the mission of the American Red Cross
- **Who's Who Among Students in American Universities & Colleges:** Recognized for college and community leadership, innovation and service

### COMMUNITY LEADERSHIP

- **United Ways in Maine** (Mid Coast, Androscoggin County and Greater Portland): Board member, led regional communications, and planned and managed record-setting corporate fundraising campaigns
- **American Red Cross:** Led record-setting corporate blood drives by increasing loyalty and new donors
- **The National Marrow Donor Program:** Led largest bone marrow drive outside of a major U.S. city
- **Maine State Music Theater:** Dramatically increased season ticket sales and revenue
- **Youth Coaching:** soccer, baseball and basketball

Thank you for your time and consideration.