

MONICA MCMILLAN

EDUCATION

DECEMBER 2019 | MEREDITH COLLEGE

Bachelor of Science in Marketing

accredited school of business



MONICA@CREATORSANDCOMPANY.COM | CHARLOTTE, N.C. | AVAILABLE FOR REMOTE + TRAVEL

EXPERIENCE

CREATORS + COMPANY | FOUNDER, AESTHETIC STRATEGIST + CREATIVE MANAGER

June 2020 - Current

Plan unique and long term performance strategies for legacy businesses in the small and medium size business area. Implement support for entrepreneurs through creative photography, website design and maintenance, and strategy that stands out. Building foundational identities to growing and maintain each dynamic brand.

[REDD ROSE VODKA](#) | [RISE AND FLOW](#) | [UNC CHAPEL HILL FFORC](#) | [NYLA ELISE PEACEFUL SOUL](#) | [LITTLEDOODLES](#) | [HOUSE OF RED](#) | [RISE DEI](#) | [IX STUDIOS](#)

UNION, JOINS VALTECH | PROJECT LEAD

April 2022 - March 2023

Manage day-to-day client communication via email, calendar invitation creation, task and project setup, project timeline and intake form, client invoicing, and resourcing against the work with the our key accounts in a fast paced omni channel digital agency. Working with multiple project managers by adapting to their communication style effectively with direct communication with over 60 resources in paid/organic media, data, design, web development, and studio. Monitor pacing and project health reports to escalate/produce a solution when necessary and growth ideation for brands.

[PEPSI BORN IN THE CAROLINAS](#) | [ALLEN TATE](#) | [XOOM ENERGY](#) | [CRVA NHOF](#) | [JHT](#) | [ADM](#) | [NATIONAL GYPSUM](#)

LITTLEDOODLES PLAY CAFE | MARKETING & BUSINESS INTERN

Aug 2019 - March 2020

Designed and managed marketing for launch party and created logistics for events. Shadowed owner in understanding the building blocks to a brick and mortar start up business expanding into 2 other locations.

EMPIRE PROPERTIES | EVENT & SALES MARKETING INTERN

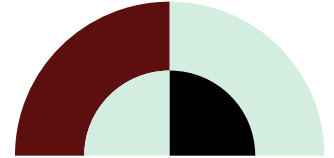
July - Nov 2018

Initiated and curated a sold out launch party to bring in new clients. Managed scheduling social media posts and content for all 3 event venues (All Saints Chapel, The Stockroom at 230, and The Glass Box. Gave tours to prospect clients and performed daily tasks of answering communication lines and filed contracts.

ICON RALEIGH / PASSAGE CONSIGNMENT | VISUAL MERCHANDISER + BUYER

Aug 2011- May 2015

Fashion buyer, organizer and visual director for 2 local consignment shops. Took initiative with buying items, organizing the store documents, and communicating effectively with creative direction of store front.



MY SKILL SET + CERTIFICATIONS

INBOUD + OUTBOND MARKETING STRATEGY	PROJECT MANAGEMENT
GOOGLE WORKSPACE	FASHION STYLING + SHOW COORDINATION
PAID SOCIAL MEDIA	EVENT MANAGEMENT + COORDINATION
BUDGETING + FORECASTING	PMI AGILE CERTIFICATION
PHOTOGRAPHY	ADOBE CREATIVE CLOUD
AESTHETIC + BRAND DEVELOPMENT	EXPERIENCE PROCCESS/ STRUCTURE
ADAPTIVE COMMUNICATION	UX/UI WEB DESIGN

MY LEADERSHIP STYLE

16 PERSONALITIES QUIZ

PERSONALITY TYPE Protagonist (ENFJ-A)
ROLE Diplomat
STRATEGY People Mastery

my fun time



Tiny Houses
+ Foodie

my strategy



Agile
Problem Solver

my history



3rd Generation
Entrepreneur

VOLUNTEER WORK

2017 | WATTS SCHOOL OF NURSING
Tee Shirt Design

2015 | NIKE + RALEIGH BLVD.
Community Tee Shirt Design
Collaboration