



248.978.6408



Lydia@blendedcollective.com



Detroit, MI

RECOGNITION & EDUCATION

- 2019 **MichBusiness Best of Marketing & PR Prophet Award** | MichBusiness
- 2019 **Diversity Business Leader Award** | Corp! Magazine
- 2019 **Michigan's Most Valuable Professionals, Entrepreneurs & Millennials** - Millennial Award | Corp! Magazine
- 2018 **Emerging Leader Award** | Wayne State University, Mike Ilitch School of Business
- 03/2015 – 08/2016 **M.B.A. International Management, Magna Cum Laude**
Pforzheim University, School of Business, Pforzheim, Germany | AACSB Accredited
- 09/2006 – 12/2009 **B.S. Marketing, Magna Cum Laude**
Wayne State University, School of Business, Detroit, MI | AACSB Accredited

PROFESSIONAL EXPERIENCE

- 12/2017 – Present **President and Owner**
Blended Collective, LLC | **Multicultural Marketing & Brand Consultancy** | *Detroit, MI*
blendedcollective.com | lydiamichael.com
- Consult small and medium-sized businesses on multicultural marketing, branding, and strategy
 - Curate, manage and host speaker event series *Blended*, featuring creative/business talent across cultures/industries to highlight authentic, cultural and diverse conversations
- 10/2018 – Present **Chairman**
Detroit Symphony Orchestra | **NextGen Volunteer Leadership Committee** | *Detroit, MI*
Promoted from Vice Chairman of Partnerships & Collaboration (10/2016 – 09/2018)
- Oversee leadership committee mission and vision while working with DSO staff to identify and develop best marketing practices to increase NextGen membership and committee involvement
 - Identify and engage young and diverse audience by creating partnerships (e.g. WeWork, Design Core Detroit, Detroit Young Professionals, Detroit Athletic Club, Kelly Services) and utilizing Metro Detroit network, resulting in 450 members at 2019 season end
- 03/2016 – 08/2016 **M.B.A. Project & Master Thesis**
L'Oréal | **Garnier Fructis Hair Care, Product Marketing** | *Düsseldorf, Germany*
Thesis - How to create a successful love brand by re-launching a brand in the hair care market
- Recommended visual, content, pricing and digital marketing strategies for 2017 brand re-launch after analyzing market data, focus groups and insights based on KPIs
 - Developed and implemented creative workshop project and event from concept to completion with media outlets and influencers to promote product launch and gain market insights
 - Analyzed weekly market trends, competitors and performance targets digitally and at POS
- 10/2015 – 02/2016 **M.B.A. Consultant & Project Manager**
Deloitte | **Innovation** | *Düsseldorf, Germany*
- Recommended multi-channel social media strategy, focused on content, innovation and global brand fit, resulting in implementation and 2017 ranking of #3 best social media presence
 - Assessed 50 initiatives for implementation based on KPIs: feasibility, impact, effort, time, cost
 - Managed MBA team of four by assigning and monitoring tasks and deadlines while planning and leading all communications with Deloitte's management team and supervisor

LYDIA MICHAEL



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Detroit, MI

PROFESSIONAL EXPERIENCE

12/2009 – 01/2015

International Marketing & Operations Director

The JAE.B Group (JBG) | Artist Relations & Brand Management | *Detroit, MI & Los Angeles, CA*
Promoted from Marketing & Operations Manager (12/2009 – 12/2011)

Oversaw business and creative careers of visual directors and Grammy-winning musicians

- Served as internal and external key contact, traveling between coasts to recruit, manage and develop cross-functional, diverse team of 5-10 including day-to-day business management
- Developed internal processes to improve efficiency while managing and monitoring brands, customers, and budgets up to \$1 Mill. including vendor negotiations
- Led 20-30 creative projects on average, managing teams, timelines, budgets and deliverables
- Maintained websites and ecommerce; Supervised product creation, launch, customer service, budget, forecast and report while monitoring Analytics for optimizations
- Created and implemented digital marketing campaigns, release, sales and pricing strategies, resulting in key global product- and media placements, e.g. TV, Print, Radio, Blogs
- Oversaw all processes related to creative, visual elements, physical and digital transformation
- Developed brands by focusing on strategy, creative and activation to build and sustain audiences and customers including website and social media following
- Built and maintained new relationships with agencies and other industry professionals to push client brands and maximize global visibility digitally, sustaining and advocating new customers

05/2009 – 09/2011

Digital Media & Marketing Assistant (Seasonal)

Detroit Jazz Festival | *Detroit, MI*

Promoted from Intern to Assistant at annual festival season May-Sept.

- Assisted in creation and marketing of first U.S. Jazz festival iPhone app with 4,500 downloads
- Helped with promotion strategy through Google AdWords and Facebook Ads for online TV platform Jazzplanet.tv to deliver festival content, reaching 1.1 million viewers in 175 countries
- Managed social media campaigns, ad buys, and credentialing process for 100+ media outlets
- Organized year-round events to increase brand awareness and identify audience demographic

SKILLS

Project Management; Team Management; Multicultural Brand/Content/Communications Strategy; Experiential Marketing; Strategic Partnerships; Brand Development and Management; Diversity & Inclusion Training; Marketplace/Audience Assessment; Copywriting

VOLUNTEER EXPERIENCE & PROFESSIONAL AFFILIATIONS

10/2018 – Present

Chairman | **Detroit Symphony Orchestra** | **NextGen Volunteer Leadership Committee**

05/2018 – Present

Detroit Chapter President | **Beta Gamma Sigma** | **International Honor Society**

02/2017 – Present

Member | **German American Chamber of Commerce of the Midwest**

2009, 2016 – Present

Member | **Beta Gamma Sigma** | **International Honor Society**

10/2016 – 09/2018

Vice Chairman of Partnerships & Collaboration | **Detroit Symphony Orchestra** | **NextGen Volunteer Leadership Committee**