DESIGN PORTFOLIO

FLOYD MEDIA

Michelle Floyd
digital designer + educator

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mfloydca13@gmail.com

Resume

Details

Mobile: 626 607 6874

Email: MFloydca13@gmail.com

Portfolio: MichelleMFloyd.com

Education

2013-2017 Bachelor of Arts in Journalism at the University of Arizona

2018-2019 Master of Science in Strategic Brand Communications at the University of Illinois

Experience

2020-2020 Atlanta Braves
Corporate Partnerships Trainee

2018-2019 Pasadena Unified School District
Photography and Film Teacher

2014-2019 ESPN, FOX, PAC-12, NBA, and CBS
Production Assistant

2017-2019 Fellowship of Christian Athletes
Digital Administrator

2016-2018 University of Arizona Athletics Creative Services
Producer

2017-2018 Digital Reputations Management
Content Manager

Skills

Graphic Design

Logo Design, Branding, Corporate Identity, Poster Design, Illustration, Business Card Design, Advertising, Web Design, Signage, Photography, Photo Retouching, Textile & Print Design, T-shirt Design, Calligraphy, Typography, Studio and Sports Photography and Videography.

Creative Direction

Creative Campaign Development & Execution, Brand Personality Development, Management of Personnel Resources, Management of Financial Resources, Complex Problem Solving, Operations Analysis, Staff Time Management, Project Management, Communication & Leadership skills.

Social Media & Marketing

Social Media Account Management & Content Creation (Instagram, Facebook, Tumblr, Pinterest, Polyvore), Blog Management & Content Creation, Event Organization (Networking Events), Marketing Promotion Development & Execution.

Software

Proficiency with Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere, After Effects), Microsoft Office, Microsoft Excel, Microsoft PowerPoint, Digideck, Tableau, SalesForce.. Basic knowledge of Dreamweaver, HTML, CSS, and SLR.

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To my website:

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Graphic Design

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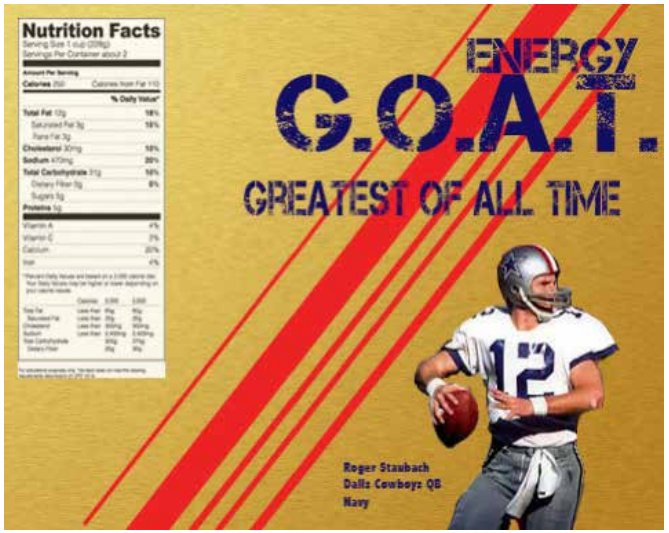
G.O.A.T. Energy

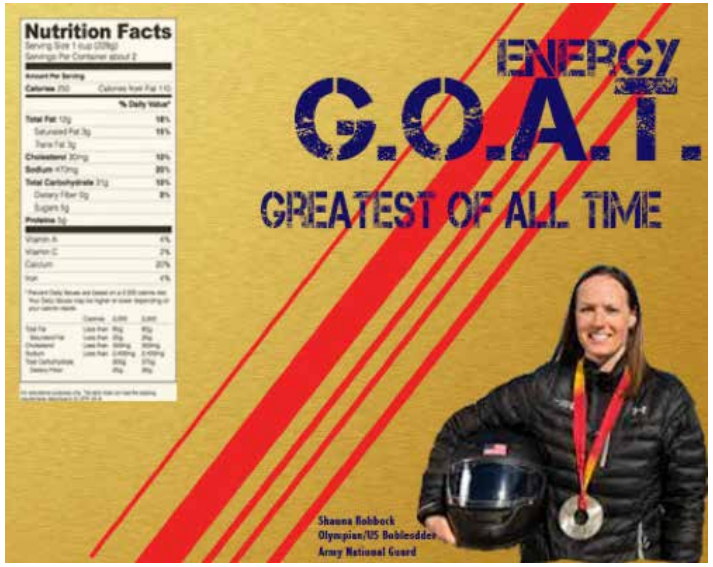
Red Bull Competition

Tasked with creating a campaign and product that would overtake Red Bull in the energy drink market, I designed G.O.A.T, an energy drink endorsed by athletes with military backgrounds. This project was done as a Red Bull activation competition where I finished 2nd out of 5000+ applicants.

G.O.A.T.'s can was designed to stand out in a convenience store and reflect off of the refrigerator lights. At the time of creation, there were no gold cans on the market, which would help draw the eye and make G.O.A.T. stand out from its competitors.

G.O.A.T. would be primarily marketed on the military bases, where we would have purchased the energy drink contract. Secondary advertising would take place at the Army vs. Navy game with our military connection, as well as at the Iron Man races.


Nutrition Facts
ENERGY
G.O.A.T.
GREATEST OF ALL TIME
Roger Staubach
Dallas Cowboys QB
Navy


Nutrition Facts
ENERGY
G.O.A.T.
GREATEST OF ALL TIME
Shauna Rohbock
Olympian/US Bobsledder
Army National Guard


ENERGY
G.O.A.T.
GREATEST OF ALL TIME
Roger Staubach
Dallas Cowboys QB
Navy

Olympics

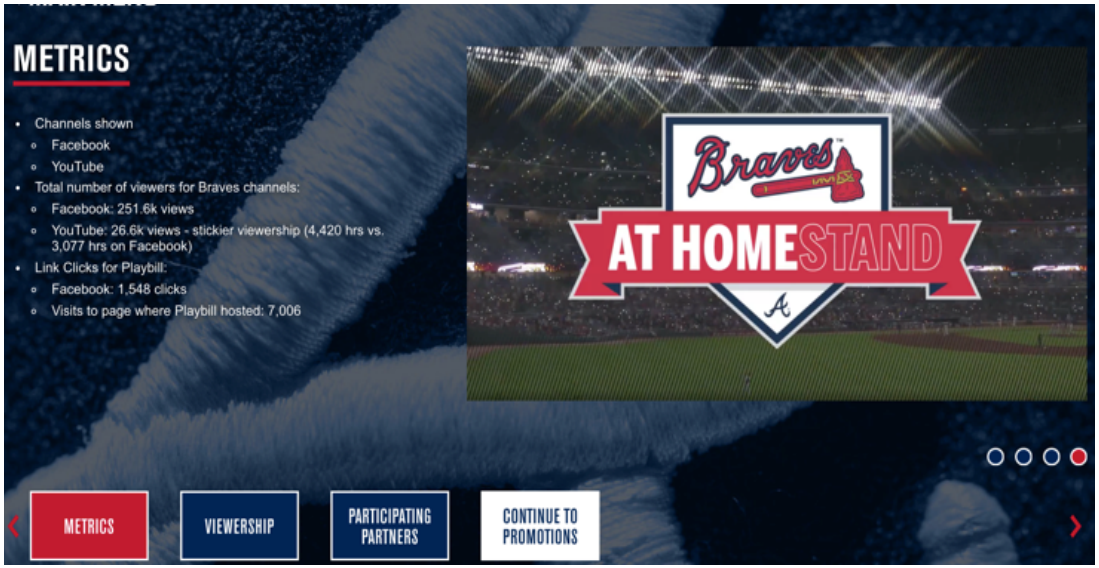
Arizona Athletic Department

For the 2016 Rio Olympics, I was tasked by the University of Arizona athletic department to create a graphic for two of our qualified swimmers with the PAC-12 Olympic logo. These graphics were shared on the department social accounts.

Stanford “Big Game”

Stanford Axe Committee

The Big Game is the most important event not only for Stanford’s football team, but for the Axe Committee, their school spirit club. I designed two t-shirts for their annual Big Game Countdown.

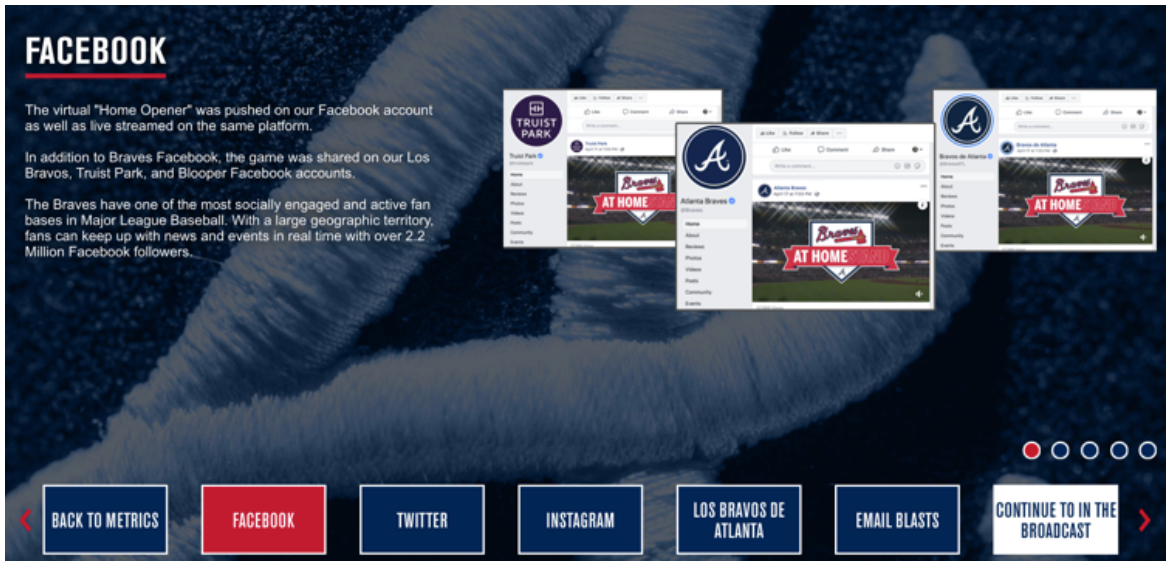


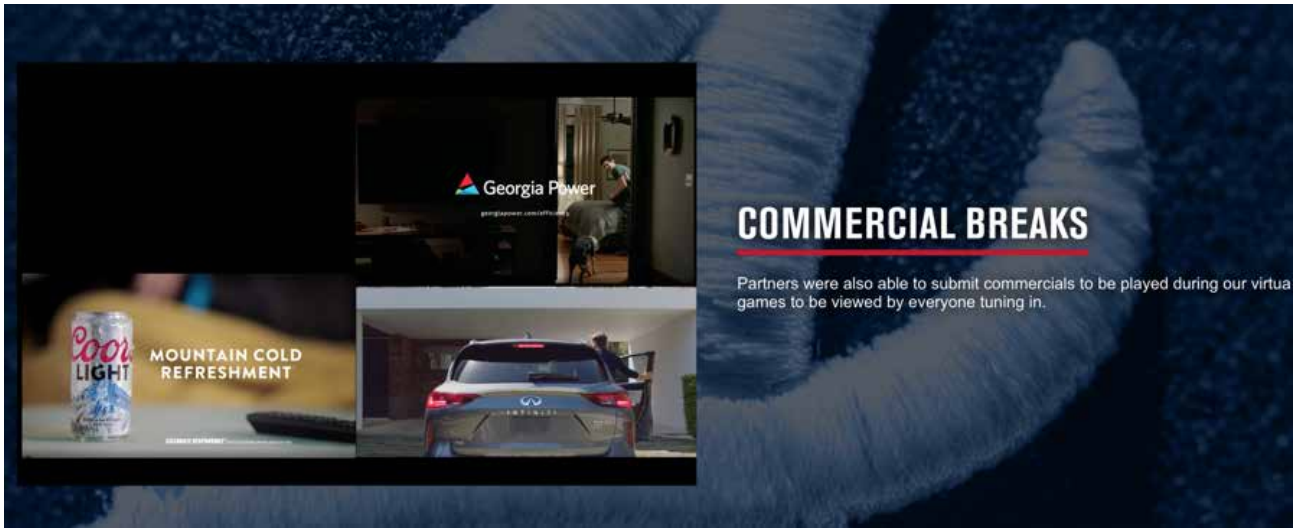
Atlanta Braves Recaps

Atlanta Braves Organization

While working in the corporate partnerships department, I worked on the recaps for our partners during our “virtual game days” when COVID-19 impacted the sports world.

After each virtual game, I would compile the information, put together graphics from the broadcast, as well as use Photoshop to present the images from the show to be sent to our partners. These presentations are on the platform Digideck.


FACEBOOK
The virtual "Home Opener" was pushed on our Facebook account as well as live streamed on the same platform.
In addition to Braves Facebook, the game was shared on our Los Bravos, Truist Park, and Blooper Facebook accounts.
The Braves have one of the most socially engaged and active fan bases in Major League Baseball. With a large geographic territory, fans can keep up with news and events in real time with over 2.2 Million Facebook followers.
BACK TO METRICS
FACEBOOK
TWITTER
INSTAGRAM
LOS BRAVOS DE ATLANTA
EMAIL BLASTS
CONTINUE TO IN THE BROADCAST


Georgia Power
MOUNTAIN COLD REFRESHMENT
COMMERCIAL BREAKS
Partners were also able to submit commercials to be played during our virtua games to be viewed by everyone tuning in.

Arizona Women's Basketball Recruiting

University of Arizona Women's Basketball Team

Throughout the summer of 2017, I assisted the Arizona Women's Basketball team with their recruiting graphics. After seeing the success of the GIFs I made for the Arizona Softball team, I created the following GIFs. In addition, I also created a customized Snapchat filter for the coaches to use at the various tournaments they attended.

*To see them as GIFs, please go to my website: www.michellemfloyd.com

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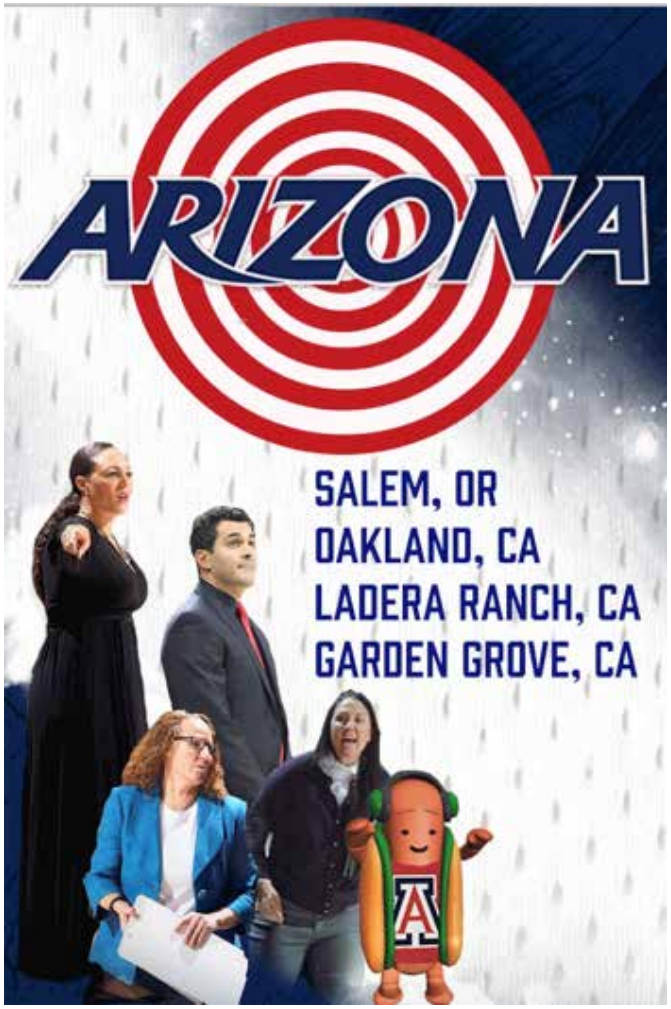
ARIZONA
SALEM, OR
OAKLAND, CA
LADERA RANCH, CA
GARDEN GROVE, CA


Chicago
ARIZONA
BASKETBALL


UDINE, ITALY


PHOENIX, AZ
BLOOMINGTON, MN
UDINE, ITALY
ATLANTA, GA
WALNUT CREEK, CA
DALLAS, TX
GARDEN GROVE, CA

Pokemon Go

Arizona Athletic Department

When Pokemon Go was released, it took the world by storm. The University of Arizona was no exception to that. Seeing its popularity and a marketing opportunity, I pitched to creative service and the athletics marketing department, of making a gif with Pokemon dressed in Arizona jerseys around the athletic facilities. Within two days, it became the Arizona Athletics Twitter and Facebook post with the highest engagement and impressions.

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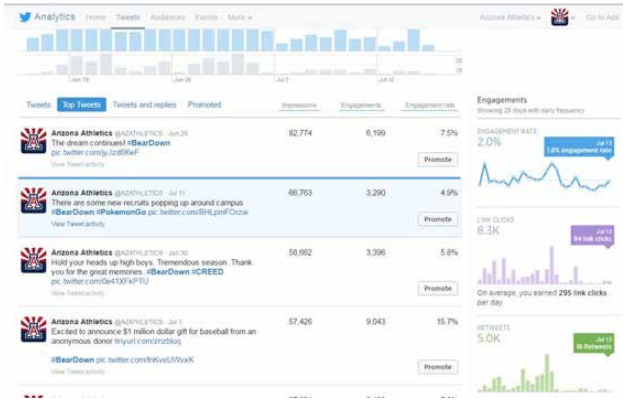

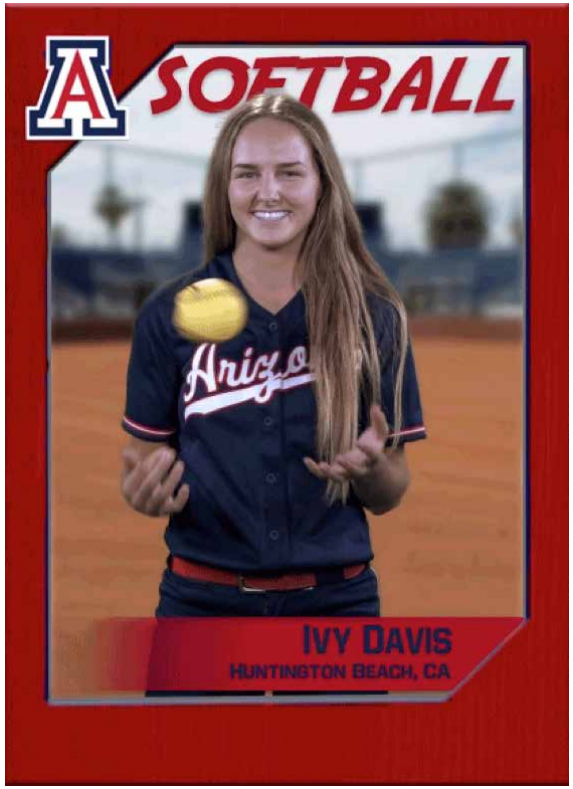

Softball Signing Day

University of Arizona Softball Program

For the first time, Arizona Softball was creating graphics for signing day. Wanting to see the same excitement in our women's sport, I pitched the signing day baseball card GIFs. We selected gifs as we had not seen them used on signing day graphics yet.

On their official visit, I coordinated and executed a video shoot with the new softball signees. When we released the GIFs on signing day, they reached the top of Arizona Softball Twitter reactions.

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www.michellemfloyd.com


SOFTBALL
HANAH BOWEN
RAMONA, CA


SOFTBALL
LEXI HARRINGTON
GRANITE BAY, CA

Comic Book Redraw

Freelance

To push my Photoshop skills, I worked as a freelancer by cleaning up and formatting the Japanese, Chinese, and Korean texts for popular foreign comic books, for them to eventually be translated and released in English.

Fellowship of Christian Athletes

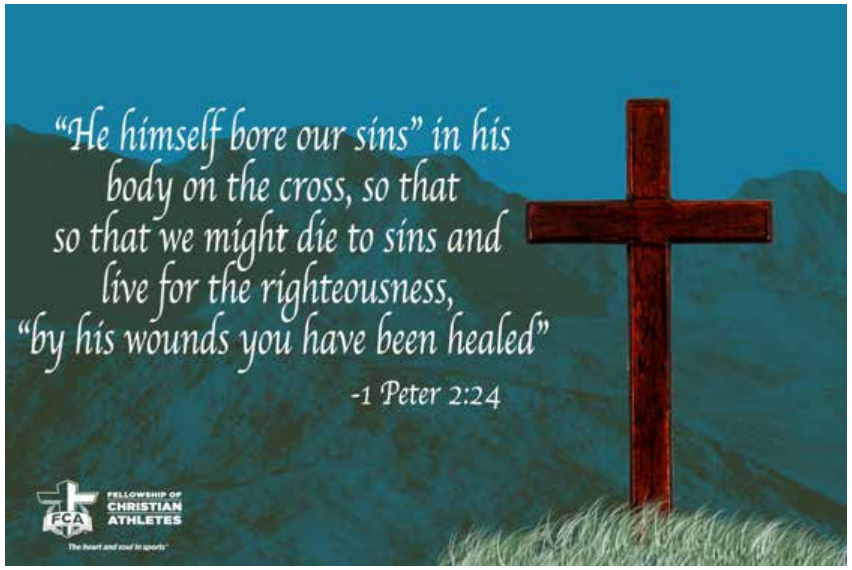
Felowship of Christian Athletes Arizona

As a digital administrator for the Fellowship of Christian Athletes in Arizona, I made all of our social media graphics for events, postcards to be sent to donors, and more.

One of the projects I spearheaded was the social media campaign for our large summer camp. I designed simple but informative graphics to be shared on social media by our staff to promote sign ups for camp.


STRONG
JUNE 30-JULY 3 FLAGSTAFF, AZ


JUNE 30-JULY 3
FLAGSTAFF, ARIZ.
STRONG


"He himself bore our sins" in his
body on the cross, so that
so that we might die to sins and
live for the righteousness,
"by his wounds you have been healed"
-1 Peter 2:24
FELLOWSHIP OF
CHRISTIAN
ATHLETES

Video Production

FLOYD MEDIA

Arizona Basketball Profiles

University of Arizona Men's Basketball Team

During the summer session, to create content for the large Arizona fan base as well as give them an opportunity to get to know some of our men's basketball players better, we created player profiles. We set up the lighting and cameras in our basketball arena, and I asked the players preselected questions. I then took the footage and edited the multiple camera angles together, looked for and added b-roll, and put the video together to be released on our social channels.

Watch here:

Watch here:

Watch here:

Kelly Glenn Kimbro Profile

Arizona Sonora News Service

This video was done with an accompanying article published in the Arizona Sonoran Newspaper, published in southern Arizona and the city of Tombstone. While I was down near the Mexico border, I had the opportunity to meet Kelly Glenn Kimbro, a famed hunting guide and cattle rancher in Douglas, AZ. I met her on one of her family cattle ranches where we conducted the interview and filmed a cattle drive.

Arizona Softball

University of Arizona Softball Program

During my senior season with the Arizona softball team, I wanted to capture and show appreciation for the Arizona softball program's history and strong fan network. I pitched, wrote the script, filmed, and edited two videos where I interviewed the head coach, Mike Candrea.

In addition, I put together two of our homestand hype videos. One that included an interview with Coach Candrea.

Watch here:

Watch here:

Watch here:

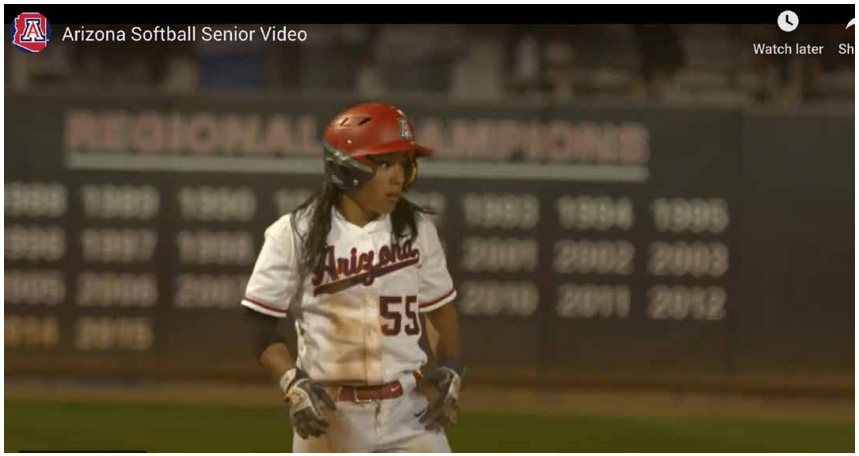
Watch here:

Arizona Softball Senior Day Video

University of Arizona Softball Program

The senior day video is always a big project for the Creative Services Department, I managed the softball team's video by selecting video clips from each athlete's entire Arizona softball career. This video was played on the outfield scoreboard and was later released on the team's social media accounts.

Watch here:



Watch here:

Behind the Scenes Kevin Sumlin Intro Day

University of Arizona Athletic Department

On the day the University of Arizona hired our new head football coach, Kevin Sumlin, I was assigned to spend the day following him with a camera to record his day and meeting for a behind the scenes video. This included videoing his press conferences, meetings, photo shoots, and b-roll, as well as recording audio of the day.

The final product was a team project, becasue I spent 8+ hours following the coach, we had runners setting up tripods for me to set the camera up on from meeting to meeting, as well as running me new batteries and exchanging SD cards for one of our editors to put together for a same day release.

Women’s Athletics Hype Videos

Arizona Athletic Department

While working for the Athletic Department Creative Services Team, I pitched and took on various women’s sports that did not get the same amount of coverage as their male counterparts. I took on women’s soccer, gymnastics, softball, as well as women’s basketball in these videos. I went through our footage archives and edited together the various videos to be released on our social accounts.

Watch here:

Watch here:

Watch here:

Men of Purpose

Univeristy of Arizona Athletic Department

The University of Arizona Athletic Department started a program for all male athletes called Men of Purpose, which included guest speakers and programs towards all male student-athletes. The head of the program reached out to me to put together a football-centric video with three different speakers reading a script. I took the audio and edited it together and then collected footage from the football and b-roll archives to create a video for the program.

Fellowship of Christian Athletes

Fellowship of Chrisian Athletes Arizona

For various FCA Arizona events, I acted as a videographer, photographer, and producer for a wide variety of content. During our largest summer camp of the year, I created small sports videos for social media to update the parents on their children's camp experience. I also created various fundraising videos to be sent to various FCA donors. In addition, I filmed and edited local events, including our afternoon with professional golfers on the PGA Masters Tour when the competed at the Cologuard Classic.

Watch here:

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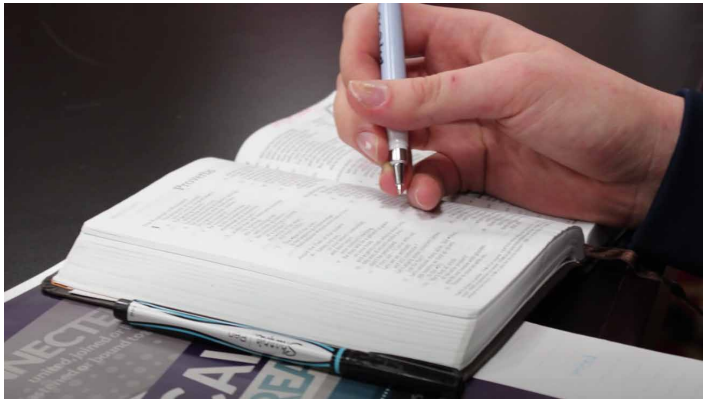

Watch here:

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Campaign Examples

Nike Softball

Nike/Univeristy of Illinois at Urbana-Champaign

As one of my graduate school classes at the University of Illinois, I designed a campaign for Nike, under the guidance of my professor and a professional within Nike. In the contemporary “Dream Crazy” campaign, starring famous female athletes, I noticed a lack of representation of softball athletes and an opportunity for Nike to capitalize on one of the fastest growing sports in the world. I surveyed over 40 players, coaches, parents of players, and experts to gain insight into the misconceptions of professional softball in the public eye. The campaign ads, designed in the "Dream Crazy" format, were designed based on the feedback from the surveys.

Surveys and professional presentations are available upon request.


Strong is extraordinary.
Just do it.


Ready to go to bat for my team
and my sport.
Just do it.


Never underestimate the strength of a softball player.
Just do it.


Focused on the next pitch.
Just do it.


More than “just a game.”
Just do it.


Not just strong for a woman. Strong for an athlete.
Just do it.

Donsuemor

Donsuemor/University of Illinois at Urbana-Champaign

For another graduate school project, we worked with the agency employed by Donsuemor, a baked goods company, to help the company brand itself and differentiate their madeleines from the ones they supply for companies such as Starbucks. The challenge with this project was that they wanted to brand themselves as a local business on a national scale.

I built this campaign starting off in their local market, San Jose, but centering on the industry triangle. From there, we planned to send the cookies out to the companies and rebrand the madeleine as the "office cookie" or "office snack."

The billboards were samples of locations and basic ideas to be used in San Jose. The stress balls (see below) were designed as promotional products to be given away at the various conventions they attend.


DONSUEMOR


Work is stressful,
your snack doesn't
have to be
DONSUEMOR


Cookie?
Cake?
Madeleine.
DONSUEMOR

G-Code

G-Code/University of Illinois at Urbana-Champaign

For my graduate school capstone class project, my group and I were tasked with the brand audit and potential rebranding of a game truck company called Gamers Code, better known as G-Code.

We rebranded the company, including a budget, ad buying, new target markets, and a social media plan.

*Proposal is available by request.

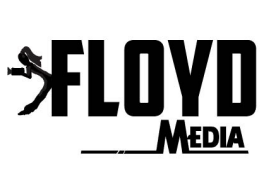

G-CODE
BRINGING THE PLAY TO...


PARTIES


CELEBRATIONS


GATHERINGS

Logo Design



Fellowship of Christian Athletes

Fellowship of Christian Athletes Arizona

When I was hired on as a digital administrator for Arizona FCA, one of my first tasks was to create a universal logo for Arizona FCA. This way, we would not be using only the FCA logo, which would help the Arizona chapter stand out as a statewide organization.

After being impressed with my statewide FCA logo, I was asked to make FCA logos for each of the universities in Arizona FCA. I used the school color scheme to create FCA logos to be used by each universities' FCA on their branding, shirts, and social media.


FCA


FCA


Faith in the Desert
U of A Fellowship of Christian Athletes


ACU
FCA


FCA

Floyd Media

Floyd Media Brand

The Floyd Media logo was created for my personal branding and products. One of the main aspects of my personal brand is my height and when I was doing video work for the University of Arizona, I would often have to bend over while carrying the camera which inspired the bending girl in the logo. The bending girl holding the camera that looks like a backwards “K” integrates my history of pitching.

Personal Projects

FLOYD MEDIA

Watch here:

Travel Videos

Personal Project

While I was living in Italy and traveling the world, I wanted to capture the beautiful places I was visiting while also improving my video production and photography skills. I started creating one minute videos for social media to share my journeys.

Watch here:

Watch here:

Watch here:

Watch here:

Venezuela Graphics

Personal

As I was traveling the world playing softball for the Venezeula National Team, I assisted with making graphics for different players to share on their personal social media accounts.