



  
MICHELLE ROBERTS  
BRAND STRATEGY CONSULTANT  
NOVUS - BE KNOWN, INC.



### **Career Growth:**

**Michelle has branded over 72 businesses across 17 different industries in 5 years. She has built her business from the ground up, coming from Utica NY to live in Rochester. She did not have a network of organizations or businesses to help with. Every connection was made through grassroots effects, pounding pavement and always working with the value of integrity, honesty and quality.**

**In 2013** Michelle created financial independence as a branding specialist. She wanted to contribute to the successful landscape of women owned businesses and companies that believe in making the world a better place. She would go on to make more gross income as an independent than as an employee and make her goal of over a six figure business in 2015 alone. She successfully branded a multitude of women owned businesses and non-profits. She also created her own idea for a handmade gift called Messenger Birds and started selling in 2010. During this year Michelle sold more birds than in previous years – 60% more to be exact.

**In 2014** Michelle contributed more to the branding industry and future designers, elevated her brand recognition, supported first year women and entrepreneurs, and establish an office space to work with clients. By the end of 2014 Michelle received multiple awards in recognition for design and illustration work. She contributed her expertise at several engagements for education at RIT Saunders school of business for branding. She juried the 51<sup>st</sup> annual Juried Student Exhibition for SUNY OSWEGO and graded each student in the BFA program. This year she also volunteered to be on the marketing committee for the Women’s Council. Michelle has doubled her income from last year and has been able to establish a professional office space outside of her home. She also started and co-founded the group called, WEU - Women Entrepreneurs United – She and a friend offered support and empower women in business. Michelle donated her skills to creating a logo and identity and FB profile background for the group and met with women every other week for 1-2 hours to offer support, business advice and empowering presentations.

**2015** Michelle engaged with a broader audience, to support business development of non-profits within the greater Rochester community. She supports local non-profits with branding

and design solutions. (she does this by working with one non-profit pro bono every year) In 7 months she has supported women from other countries through a panel discussion for the RWN Economic Women Empowerment Program. She has volunteered her services to the NPO, Healthy Baby Network in support of low-income mothers in need. Michelle has received recognition through GDUSA-American Web Design Award, Best of Show and first place graphic design.

**2016** Michelle changed her company from a DBA into a fully incorporated company. She also added two non-profit organizations to her portfolio over the course of the year, Rittenhouse Square fine arts show and Celebrate City Living. Michelle has continued supporting Healthy Baby Network on a regular basis this year as well. She is focused on serving her clients as a consultant and outside marketing help. Michelle successfully incorporated from Novus Creative to Novus – Be Known, Inc. As President of Novus – Be Known, Inc. Michelle’s growth provided the opportunity to hire an assistant to help with everyday tasks. Michelle also won the GDUSA – Health and Wellness awards for a website design, development and strategy. March of this year – Michelle launched an original product design – “Messenger Birds” with a global company – Hallmark, Inc. Her Messenger Birds product can now be found across the USA from coast to coast.

### **Specific Business Accomplishments**

- In 2016 Michelle launched an original product design – “Messenger Birds” with a global company – Hallmark, Inc. Her Messenger Birds product can now be found across the USA in 10 different stores.
- Michelle has developed her own signature brand strategy process she’s coined as The Novus Four Pillars. She is continually creative in efforts to express her clients brand, brand image and their essence. All her work is original and of the highest quality. Michelle provides clients with innovative thinking by creating unique selling marketing materials
- Michelle was featured in the MVCC ALUMNI Magazine 2017
- Natural Awakenings Magazine – Business Spotlight featured Novus – Be Known, Inc.
- Launched product design and concept Messenger Birds with national company Hallmark, Inc.
- RBJ Spotlight Featured – Faststart Section
- Businesses Featured on TeamPXY (98PXY) morning Podcast

### **Awards received:**

- Rochester Women’s Network Up and Coming Award 2016
- Work published internationally in, The Big Book of Layouts for three different pieces of exceptionally created professional design work
- 3-year consecutive award winner with GDUSA (Graphic Design USA – Publication)
- GD USA – Website Awards 2015,2016
- GD USA – Health and Wellness Awards, 2015
- MVCC Alumni Show Best in Show Award, 2015

- First place Graphic Design award – Illustration, 2015
- GDUSA - Web Award Winner, 2015
- 1st place illustration MVCC alumni show, 2014
- 2nd place illustration MVCC alumni show, 2014
- AIGA Judges Choice Award, 2013

**Demonstrated Initiative at work and/or in the community:**

Michelle understands that a brand is personal, she understands that people must get to know her to understand what she does. She has chosen to go out in the community and network with other business owners, to help them to her utmost abilities. She is a connector and shows value even if she cannot help them. She has built a network of professionals to refer and source to help in areas she cannot.

- She has spoken at various events to help these business owners who may not be in a position to hire her immediately, yet she wants them to succeed. She has spoken at the RWN Marketing SIG group, and shared her story with the “Women Entrepreneurs University”
- She has volunteer spoken at the “Year of YOU” on personal branding
- Michelle volunteered and spoke at the Tech Start up expo “ A brand is much more than your logo” Panelist Expert in 2016
- Michelle Volunteered as a speaker for the AIGA Student Conference “Position Yourself as a Brand Expert”
- Michelle has volunteered her time to 1 non-profit each year to help them define their brand message, visual brand or marketing materials
- Michelle has volunteered and spoke at the DEAF Association, AIGA Designer Conference Rochester Professional Consultants Network, Rochester Rotary in 2016 on Branding
- Michelle has spoken/donated her time at the breakfast series for the Brighton Chamber Events on Branding
- Michelle has sits down with a number of recently graduated or students in the design field/marketing to help answer questions about the field and give advice and recommendations per year
- She is a member of the Daughter of the American Revolution since 18 years of age and is a part of the Irondequoit Chapter
- A member of the Small Business Council of Rochester
- Michelle sits on the Fundraising Committee for the Chocolate Ball and helped raise money for the Epilepsy-Pralid Rochester NY
- Michelle sits on the social media committee for the Rochester Small Business Council
- Past member of the Brighton Chamber of Commerce
- A member of the RWN for 5 years
- Past member of the Rochester Women’s Council
- Past member of the marketing committee for the Rochester Women’s Council
- Past member of the Greater Rochester Chamber (formerly known as the RBA)

- Michelle donates a 10-25% of Messenger Birds away to people in need per year since she has started.
- Michelle goes above and beyond for her customers and clients. For example: for Mother's day she hand-delivered 2 Messenger Birds to customer local to Rochester.
- Michelle's Agency gives her client, Healthy Baby Network a non-profit \$500-dollar discount off the website, a \$1300 discount off their website 2016 and 2017 Annual Report, the \$1000 website maintenance per year, named their company with their new brand with a discount of \$300, and brand identity system donation with the value of \$2200. As a result of this they are able to save money to spend more on their cause to help every baby and every mother give their babies the best start in life.
- Michelle contributes to the local community by hiring independent contractors. Her second year in business she was able to expand her business from design and branding to full agency capabilities including website design, email marketing, etc.. She was also proud to supply her main website design partner with enough work for him to be able to quit his full-time day job and has continued to supply him with enough work to continue his own business.