



MICHELLE

McGOVERN STEWART

MARKETING & BRAND VOICE LEADER

POSITIONING / NARRATIVE / BRAND VOICE / AUDIENCE INSIGHT / BUSINESS IMPACT

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LEADERSHIP PROFILE

I find the story that matters and turn it into measurable results.

For 16+ years, I've helped organizations in financial services, professional services, architecture, public finance, consulting, and nonprofits turn business challenges into clear positioning, authentic brand voices, compelling stories, and measurable results.

I love the whole process, from finding the truth at the heart of an organization and shaping it into a story people can connect with, to working with others to bring it to life and measuring the results.

Watch the TEDx talk: youtu.be/mwk1Flnk3HM

MY APPROACH

01

Where does the organization stand?

02

What makes it distinctive?

03

What matters most to its audience?

04

What story will connect those things, and how will we know it's working?

SELECTED IMPACT

\$529K

Earned media value (8 months)

Community-bank small-business outreach

72%

Increase in social engagement

Credit union brand voice built from its people

79.4%

Increase in marketing-qualified leads

Buyer personas, automation, and lead nurturing

5:1

Earnings ratio on a \$300K budget

Credit union repositioning and promotion

AREAS OF EXPERTISE

Brand Strategy & Positioning
Corporate Narrative & Brand Voice
Audience Insight & Segmentation
Content & Editorial Strategy
Integrated Campaign Strategy
Thought Leadership & Earned Media
Buyer Journeys & Personas
Marketing Measurement & ROI
Market Research & Predictive Demography
Executive & Cross-Functional Collaboration
Content Operations & AI-Enabled Workflows
Creative Direction & Team Leadership

SPEAKING & PRESS

Closing speaker, TEDxTemecula

"How to Predict the Future Without a Crystal Ball," on using U.S. birth rates to predict consumer trends

Inland Empire magazine

"Following the Crowd," on how demographics unlock business success

Speaker, InSoCal CONNECT

How demographic trends affect business

CUContent webinar & Credit Union Business

Featured the credit union rebrand

PROFESSIONAL EXPERIENCE

Ruhnau Clarke Architects | Riverside, CA | In-Office
Marketing Director

JUN 2019 – OCT 2026

Led marketing strategy for a growing, multi-office architecture firm serving primarily TK-14 clients across California. Directed a team of four and advised leadership on market position, client needs, differentiation, and growth.

	BRAND POSITIONING AND VOICE	Assessed the firm's growth stage and marketing function with leadership, then set priorities around market positioning, client-centered messaging, and differentiation.
	NARRATIVE DEVELOPMENT	Defined the brand voice around client challenges and outcomes, replacing internally focused technical language with a human-centered narrative across proposals and presentations.
	AUDIENCE-CENTERED STORYTELLING	Tied design, funding, and construction decisions to the challenges districts and communities needed to solve, with campaigns on bond accountability, enrollment growth, and equitable access.
	MARKET INSIGHT	Used predictive demographic analysis and client research to find market opportunities, anticipate demand, and decide where to compete.
	CONTENT SYSTEMS AND CONSISTENCY	Built a reusable library of winning language for content, events, tradeshow, and awards; used HubSpot and AI-enabled workflows to keep client and project information current.
	TEAM LEADERSHIP AND PROPOSALS	Directed formal proposals, vetting, go/no-go decisions, and coaching on the same staff. From 2020–2025, 177 of 306 decided formal pursuits were won or advanced to interview (58%).

29 → 74formal proposals decided a year,
with no added staff**63 → 161**total proposals decided a year
(2020–2025)**76%**overall success rate (526 of 694
decided)**\$1.1B+**combined budgets of the
projects won**Stewart Marketing Solutions** | Menifee, CA | Remote
Founder and Owner

2015 – PRESENT

Consulting for international nonprofits, local businesses, startups, and turnarounds (B2C and B2B): benchmarked each against its category, found opportunities through demographic insight, and built strategies and ROI measures around them.

National Merchants Association | Temecula, CA | Hybrid
Campaign Director

OCT 2017 – JAN 2019

- Set campaign strategy across four business lines; built six personas, a buyer journey, and automation that lifted **marketing-qualified leads 79.4%**.
- Reframed a \$1.5M tradeshow program around accountable performance, cutting **cost per lead from \$901 to \$224** and generating \$133,805 in earned media within six months.

NBS Government Finance Group | Temecula, CA | Hybrid
Marketing Manager

FEB 2016 – MAY 2017

- Defined a consistent brand voice and directed a website redesign for search and lead capture, generating **\$846K in warm leads** in six months.
- Automated proposal operations, cutting estimated annual labor costs from \$86K to \$28K on a \$2,800 investment; **proposal win rate rose 32%**.

DOMOREGOOD / CSK | Colorado Springs, CO | Remote
Senior Client Services Director

SEP 2013 – NOV 2014

Led a 10-person team for a \$350K-a-year nonprofit client that had lost 41% of its revenue in ten years; found an overlooked Millennial market and built segmented, interactive content to reach it. **Millennial digital engagement rose 28%**.

Firefighters Community Credit Union | Cleveland, OH | In-Office
Chief Marketing & Development Officer

NOV 2010 – OCT 2013

- Reported to the CEO; repositioned the credit union with a “not just for” brand line, still in use, and an audience persona that guided marketing, product, service, and hiring.
- Increased **social engagement 72%**, lead capture 46%, top-of-mind awareness 18%, and wallet share 22%; **5:1 earnings ratio** on a \$300K budget.

Croghan Colonial Bank | Fremont, OH | In-Office
Marketing Director

EARLIER

During the financial crisis, redirected a community bank's ad budget into a bank-funded boot camp for six small-business owners. It drew national press and **\$529K in earned media** over eight months; commercial deposits grew 22% within six months and small-business loan demand rose 32%.

EDUCATION & TRAINING

Associate of Applied Science, Business
Administration
Bohecker Business College, Ravenna, OH

MIT Sloan School of Management
Management, Communication & Managerial Psychology;
Digital Marketing and Social Media Analytics

PSMJ
A/E/C Proposal Bootcamp