

Michelle Eigenberger



Contact

meigenberger@gmail.com
(414) 412-0349

Education

University of Wisconsin-Whitewater
Bachelor of Arts:
Journalism, print emphasis
History, public emphasis

Skills

- Comfortable in Mac & PC environments
- Extensive daily use of Adobe Creative Suite, MS Office Suite, Google Docs, DropBox and Gmail
- Knowledgeable in developing and improving internal organizational procedures
- Experience in managing and delegating to staff
- Creative approach to problem solving and project management

Experience

Bandit MKE *Co-Owner*

Jan. 2020 - present

- Co-owner and operator of brick and mortar vintage + modern clothing storefront at 1224 E. Brady Street.
- Develop pop-up backyard vintage rummage sales into a permanent, year-round storefront.
 - Manage day-to-day retail operations including inventory management, customer service, employee oversight, marketing & advertising, and financial management.

Bolted Vintage *Proprietress*

Apr. 2009 - present

- Owner and operator of traveling pop-up vintage boutique and online storefront.
- Travel the world to source vintage garments in bright colors, bold prints and timeless silhouettes.
 - Pop up at fairs, markets and events around the Midwest and beyond to sell vintage clothing from the 1930s to the 1990s and beyond
 - Manage Etsy, Depop & Poshmark online shops of more than 500 pieces of active inventory.

Vintage Promotions LLC *Freelance Manager*

Oct. 2014 - June 2019

- Assist CEO in all facets of planning, organization and production of Vintage Garage Chicago and Chicago Vintage Clothing & Jewelry Show.
- Provide support for all day-of on-site activities, including load-in & load-out, gate sales, questions and troubleshooting.
 - Coordinate promotional and on-site social media, press opportunities and email blasts.
 - Ensure vendors and attendees have a positive shopping experience.

Wisconsin Hotel & Lodging Association *Director of Operations & Publications*

Mar. 2008 - June 2019

- Responsible for all association and event management, as well as print and digital communication between the association and its diverse member constituents, while maintaining parameters of departmental budgets.
- Oversee all promotional, recruitment and operational publications and procedures for the annual Wisconsin Lodging Conference, including an industry Trade Show of more than 75 vendors.
 - Direct all in-house staff procedures, schedules and production to ensure quality services for all 1,000+ association members.
 - Manage all aspects of design, production and distribution of up to 200,000 copies of the annual Wisconsin Lodging Directory, promoting overnight stays at more than 750 lodging properties.
 - Grow digital subscriber database to more than 10,000 engaged members of the public interested in travel.

St. John's Northwestern Academies *Communications Specialist*

Sep. 2006 - Jan. 2008

- Responsible for communicating the SJNA brand to alumni, parents, prospective students, local & national media, and boarding school industry.
- Produced a quarterly alumni magazine utilized to recognize student achievement and maximize alumni contributions to annual giving and special project funding campaigns.
 - Developed crisis communications plan as a rapid-response tool for academy executives.
 - Designed and circulated marketing materials including postcards, brochures and calendars to achieve strategic goals of positioning of the academy as a first-class, international boarding school.