

## *Summary*

Michelle is a writer/strategist who specializes in identity/nomenclature systems, line logic and information hierarchies. She coordinates visual and verbal elements to ensure clear, effective communication, often working with professionals in other disciplines such as graphic and product designers and market researchers.



*Michelle K. Geissbuhler*

**Goathill Productions**

365 Medick Way

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614-846-0531

[www.goathillproductions.com](http://www.goathillproductions.com)

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## Client Listing:

### Design Firms:

Base Art Co.  
Chute Gerdeman  
Design Central  
eyethink  
Integrated Marketing Resources  
Kreber Graphics  
Mlicki Design  
ologie  
Versatile Words  
WD Partners

### Selected Other Clients/Projects:

Acme United Corporation  
Alliance Data Systems  
Attic Aire  
Audio Power Labs  
CompUSA  
DNA2Diamonds  
Exceed Consulting  
Lextant  
Masters Group International  
Nationwide  
OEA  
Post Comedy Theatre  
The Ohio State University  
Retail Forward

### Pro Bono:

Peggy R. McConnell Arts Center  
of Worthington  
The Wellness Community



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## Professional Experience

Goathill Productions

2002 - Present

### Principal

Offering creative and organizational services that help clients improve their market position:

- strategic brand development and brand management
- development of name and identity systems, line logics, packaging/merchandising systems, and signage systems
- conceptual development: conducting and participating in brainstorming sessions for a wide variety of products, services and industries
- copywriting for a full range of products and services, primarily marketing-oriented, but also including technical and instructional copy

Fitch, Inc.

1988 - 2001

### Information Designer/Associate Vice President

Coordinated visual and verbal elements to create appropriate, effective communication, collaborating with colleagues in other disciplines to address the information needs of end-users ranging from technical specialists to functional illiterates. Trained and worked extensively with Fitch's market research experts.

Prior to working at Fitch, I polished my editorial and administrative skills at *Red Roof Inns, Inc.*, and at *Raines & Raines*, a literary agency in New York City.

## Awards/Publications

- SEGD
- Industrial Designer Society of America
- ADEPT
- Columbus Society of Communicating Arts
- Society for Technical Communication
- *How*
- *Communication Arts*
- *Get Started in Art* (©2012, The Ohio State University)
- *Josh and Jennie Discover Chessie, Josh and Jennie Ride the Super Chief, and Josh and Jennie Save the Day* (Lionel Rail Tales Classic Trains series, Vols. 1-3; written as Michelle Dunnavant and ©1997 Lionel L.L.C.)

## Education

B.A. and M.A., English/Creative Writing, Miami University

## Community Involvement

- The Peggy R. McConnell Arts Center of Worthington: Secretary, Board of Trustees; Co-Chair, Special Events Committee
- Member, Worthington Area Art League and Columbus Society of Communicating Arts