

# Michelle Malavet O’Gara

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## **CREATIVE DIRECTOR | BRAND STRATEGIST | STORYTELLING FOR HEALTHCARE & SOCIAL IMPACT**

Award-winning creative director with 20+ years of experience leading brand strategy, integrated marketing campaigns, and data-driven human-centered storytelling across healthcare and mission-driven sectors. I specialize in transforming strategy into storytelling—building visual systems, messaging platforms, and multi-channel campaigns that drive referrals, deepen engagement, and elevate brands. Known for blending emotional insight with strategic clarity, I’ve led national initiatives, evolved long-standing brands for relevance and resonance, and developed content platforms that exceed fundraising and audience growth goals. I thrive in environments that value quality, thoughtfulness, and creative integrity—and believe deeply that creativity can change lives.

### **Core Skills**

- Brand Identity & Storytelling (Adobe Creative Suite)
- Integrated Marketing Campaigns (B2B, B2C)
- UX/UI Design & Web Strategy (Figma, WordPress, Elementor)
- Environmental & Experiential Design
- Video & Multimedia Production (Final Cut Pro)
- Creative Leadership (internal & external teams)
- Social Content Strategy (Paid & Organic: Meta, Google, Canva, Hootsuite)
- AI-Assisted Art & Design (ChatGPT, Firefly, Gencraft, Envato Elements)
- Creative Leadership & Cross-Functional Collaboration (HR, Business Dev, Community Outreach, Ops)

## **PROFESSIONAL EXPERIENCE**

### **Creative Art Director**

True Ventures Group, Brooklyn, NY | 2023 – Present

- Lead the creative vision for a portfolio of 8 home healthcare brands, developing brand systems and assets that increase patient referrals and caregiver recruitment.
- Drive end-to-end creative for 50+ multi-platform campaigns (print, digital, social) per year.
- Oversee customized UX design and content architecture for high-performing, mobile-first websites and 20+ digital campaign landing pages.
- Design branded environments and wayfinding systems for 15+ offices, training rooms and storefronts across NYC, Westchester, and the Denver metro area.
- Produced 30+ long and short form video and animation content for digital storefront displays, lobby screens, web, and social.

### **Director of Communications**

Schechter Manhattan, New York, NY | 2021 – 2022

- Hired to transform school communications strategy. Aligned messaging for admissions and development with brand refresh and new digital infrastructure.
- Surpassed fundraising goal by 16% by implementing a campaign microsite, branded giving tools, and email strategy.
- Built digital workflow systems and robust asset library; trained cross-departmental teams on use.

## **Director of Communications**

Open Door Family Medical Center and Foundation, Ossining, NY | 2017 – 2021

- Directed strategic brand communications and marketing creative for a Federally Qualified Health Center and its Foundation, serving over 60K patients annually across 6 health centers, a dental practice, and 8 school-based clinics.
- Developed a multi-channel marketing-communications plan to integrate fundraising, public relations, advocacy efforts, staff and patient acquisition/retention.
- Authored a comprehensive editorial and visual brand style guide, digital fundraising toolkit, and launched the “Door to Door” monthly e-newsletter.
- Built and executed an editorial content strategy that tripled earned media coverage across local and regional outlets.
- Produced 40+ videos covering patient education and digital literacy, animated explainers, and a signature institutional impact video.
- Created and executed a COVID-19 crisis communications strategy including the launch of a bilingual virtual Fitness Hub, producing a frontlines microdoc, and producing a virtual gala raising \$650K+ in emergency donations and \$50K+ in in-kind gifts.
- Led the Healthy Spaces collaboration with MVP Health—a permanent educational art installation that transformed the look and feel of Open Door’s service sites.

## **Assistant Director, Marketing & Communications**

SBH Health System, Bronx, NY | 2011 – 2017

- Transformed internal and external storytelling for large NYC health system.
- Led creative for new hospital magazine, winning two Silver Aster Awards for creative direction.
- Directed 300+ campaigns and produced collateral across print, web, social, and television.
- Pioneered the first use of Facebook Workplace in a U.S. healthcare setting; invited by Meta to serve on national panels and named a Digital Visionary.
- Promoted twice within 6 years, managing creative services, design, and production teams.

## **Founder / Creative Consultant**

Mimio and Company, NYC / Westchester | 2008 – Present

- Founder of boutique creative studio delivering brand strategy, storytelling, and campaign development for values-aligned nonprofits and mission-aligned businesses including Amy Wolfson Consulting, Union Community Health Center, CancerCare, and Landmark Worldwide
- Recently expanded offerings to include AI-assisted creative production, blending tools like ChatGPT, Adobe Firefly, Envato, and Gencraft to develop storyboards, concept art, campaign mockups, and mixed-media brand expressions.
- Recent work includes a bilingual animation series for Family Legal Care and collateral branding for the 2025 Conference for Global Transformation.

## **Early Career Roles:**

- Graphic Designer, Gentiva Home Healthcare
- Graphic & Web Designer, Girl Scout Council of Greater New York
- Scenic Designer, Broadway & Regional Theatre

## **EDUCATION**

**M.S., Public Relations**, Iona College –Academic Medalist

**B.S., Theatre**, SUNY Brockport – Magna Cum Laude

**A.A., Visual Communications**, Gibbs College – Summa Cum Laude