

Miranda Nickell | Orlando, FL

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Professional Summary

Innovative and results-driven brand management professional with 7+ years of experience building, launching, and growing consumer-packaged goods across food, beverage, fitness, and wellness categories. Skilled at translating consumer insights into actionable innovation pipelines, managing cross-functional teams, and executing go-to-market strategies that secure retail adoption and deliver measurable brand growth. Proven success leading the development of new products and SKUs throughout the full lifecycle, from concept ideation and packaging design to commercialization and distribution. Strong background in CPG strategy, marketing analytics, and shopper engagement, with a unique ability to integrate creative design expertise into strategic brand storytelling. Recognized for entrepreneurial leadership, cross-functional collaboration, and driving innovation in highly competitive categories.

Education

University of Cincinnati – Lindner College of Business

Master of Science, Marketing (2025), GPA: 4.0

Penn State University

Bachelor of Design, Digital Multimedia Design (2020-2022), *Summa Cum Laude*

Professional Experience

Spyte Media | Remote

Senior Director of Commercial Design & Development | Aug 2023 – Aug 2025 (Company Acquired)

- Led brand development and packaging design for multiple nationally recognized CPG brands, including seasonal refreshes and line extensions.
- Managed cross-functional timelines across marketing, compliance, and operations to ensure on-time product launches.
- Developed “why-buy” storytelling decks and merchandising presentations for retail buyers, improving sell-in rates and brand visibility.
- Conducted competitive analyses and consumer trend monitoring to inform innovation strategies and packaging updates.

Clear Cut Brands | Remote

Senior Director of Marketplace Design & Deployment | Mar 2022 – Aug 2024

- Directed development and launch of new CPG brands and products across food, beverage, and supplements, overseeing packaging design, messaging, and go-to-market strategy.
- Collaborated with marketing, R&D, and retail partners to translate consumer insights into innovation pipelines, resulting in multiple new SKUs brought to market.
- Built executive-ready line review decks and retail presentations that secured placement and drove adoption among key retail buyers.
- Managed full packaging workflows, including dielines, compliance, legal, and brand standards, ensuring seamless approvals and flawless execution.
- Partnered with vendors and printers to finalize proofs, verify color accuracy, and align design assets with brand positioning.

Professional Experience Continued

The Connor Group | Miamisburg, OH

SEO Specialist & Digital Marketing Manager | Mar 2021 – Mar 2022

- Designed and executed SEO and digital campaigns that elevated 90% of 40+ properties to Page 1 search rankings.
- Managed lifecycle email and multi-channel campaigns to drive tenant acquisition and retention for a \$3B portfolio.
- Implemented data-driven content testing and performance tracking to optimize engagement and ROI.
- Strengthened project management skills by coordinating complex calendars, cross-team reviews, and reporting.

Fitani Hybrid Fitness | Dayton, OH

Owner & CEO | 2009 – 2021

- Founded and scaled a hybrid fitness brand through multi-channel marketing across social, digital, email, and influencer campaigns.
- Directed brand identity, client acquisition, and retention programs, building a loyal community of 2,000+ members.
- Partnered with 30+ wellness influencers and 12 media outlets, securing consistent earned media and word-of-mouth growth.

ManTech / NASIC (National Air and Space Intelligence Center) | Dayton, OH

Information Security Administrator | Mar 2001 – Oct 2007

- Managed classified document control, personnel access, and program security for NASIC.
- Held **TS/SAP Security Clearance**; ensured compliance with federal security protocols.
- Built cross-agency relationships to safeguard mission-critical operations.

Key Skills

- **Brand Innovation & Strategy:** New Product Development, Go-to-Market Strategy, Consumer Insights, Retail Sell-In
- **CPG Marketing:** Shopper Marketing, Storytelling Decks, Cross-Functional Collaboration, Competitive Analysis
- **Design & Execution:** Packaging Design, Dielines, Creative Asset Management, Retail/Trade Marketing
- **Analytics & Insights:** Campaign Analytics, Marketing ROI, Digital Performance Tracking
- **Tools:** Adobe Creative Suite, Keynote, PowerPoint, Airtable, Asana, Trello, Google Workspace, MS Office, Klaviyo, Mailchimp, Attentive, Meta Ads Manager, Google Analytics