

SHERRI L. MULL

CREATIVE MARKETING & BRAND PROFESSIONAL

Brand • Digital Marketing • Graphic Design • Content • Web • Campaigns

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PROFESSIONAL SUMMARY

Hands-on creative marketing professional with extensive experience building brands and producing the work that brings them to life. Skilled in brand development, graphic design, websites, social media, email, photography, video, events, print and digital campaigns. Known for turning ideas into polished, practical marketing that supports customer engagement, sales teams, and business growth across healthcare, wellness, sports, technology, and foodservice organizations.

CORE STRENGTHS

Brand Identity & Campaigns • Graphic Design & Creative Production • Website Content & CMS • Social Media & Content • Email & SMS Marketing • Photography & Video • Marketing Communications • Events & Promotions • Print & Digital Collateral • Project & Vendor Coordination • Multi-Location Marketing • Marketing Analytics & Performance Reporting

PROFESSIONAL EXPERIENCE

Marketing & Brand Consultant (Contract) | MitoGenesis Regenerative Medicine

2026

Scottsdale, AZ

- Developed the practice's brand foundation, including visual standards, messaging, branded templates, and an annual marketing roadmap.
- Created website structure, patient communications, referral materials, QR-code initiatives, and campaign concepts supporting regenerative and integrative medicine services.
- Produced creative assets using Adobe Creative Cloud, Canva, and AI-assisted tools while maintaining a consistent, professional patient-facing brand.

Marketing Director | Center Court Pickleball

2025

Scottsdale, AZ

- Managed day-to-day marketing across three club locations, creating campaigns for memberships, tournaments, leagues, clinics, promotions, and community events.
- Produced website content, social media, photography, video, email/SMS communications, signage, in-club graphics, and promotional materials.
- Coordinated instructors, sponsors, vendors, and community partners while reviewing website, email, and social engagement to improve campaign execution.

Marketing Director | Limitless Aesthetics & Wellness

2024–2025

Scottsdale, AZ

- Led a complete brand refresh, creating visual standards, messaging, photography direction, and a consistent premium look across digital and physical touchpoints.
- Designed, developed, and managed the Wix website, including service content, SEO, e-commerce, online scheduling, and educational landing pages.
- Created photography, video, social content, brochures, signage, provider branding, email/SMS campaigns, podcast assets, and digital advertising creative.

Marketing Manager | Medical Specialists of the Palm Beaches

2023–2024

Palm Beach County, FL

- Supported marketing for a 45+ location, 125+ physician/provider healthcare network, coordinating campaigns, patient education, community outreach, and brand execution.
- Managed website content, local SEO, Google Business Profiles, physician profiles, social media, educational video, photography, and digital communications.
- Designed physician directories, brochures, referral materials, patient resources, and digital-screen content; helped execute major community events, including the Delray Beach Arts Festival with 15,000+ attendees.

Marketing Manager | Merchants Market

2020–2022

Riviera Beach, FL

- Managed integrated marketing, vendor programs, website content, and sales-support materials for a foodservice distributor serving 30+ Caribbean islands.
- Developed vendor marketing programs and customized campaigns that contributed to more than \$3 million in annual vendor commitments.
- Redesigned and managed the WordPress website; created promotions, product launches, social content, presentations, print collateral, and merchandising materials; and generated \$17,000+ in cooperative marketing funds.

Marketing Director | Exceptional 3D, Inc.**2014–2020***Tampa, FL*

- Created marketing, digital communications, events, and sales-support materials for an international 3D display technology company.
- Produced trade show graphics, booth materials, PR support, presentations, proposals, video, website content, social media, and print communications for U.S. and international audiences.
- Collaborated with sales, engineering, and production teams and used campaign and event performance data to guide marketing improvements.

EARLIER EXPERIENCE

Sun Commodities — Marketing Director | Culinary Produce & Dairy — Owner / Marketing Director | South Florida's Choice — Marketing & Administrative Operations | A-One-A Produce & Dairy — Marketing Director | WQAM 560 Sports Radio / Power 96 — Marketing Coordinator / Graphic Artist

CREATIVE & MARKETING TOOLS

Social Media & Digital: Facebook • Instagram • TikTok • YouTube • LinkedIn • Meta Business Suite • Meta Ads Manager • Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat, Premiere Pro, After Effects) • Canva Pro • WordPress • Wix • Elementor • Google Analytics • Google Business Profile • Search Console • Meta Business Suite • Mailchimp • Constant Contact • HubSpot CRM • Salesforce CRM • Microsoft Office • Google Workspace • ChatGPT • Claude • Adobe Firefly • CapCut

EDUCATION

Bachelor of Science (B.S.), Commercial Art | The Art Institute of Fort Lauderdale | Desktop Publishing Certification