

CONFIDENTIAL



MICHELE NERLAND

COMMUNICATIONS MANAGER

Communications and
Public Engagement

Educational Service District 112

A highly creative and positive person, Michele loves to bring beauty, purpose and joy to everything she does. With more than 20 years of marketing communications experience, she held leadership roles in both the corporate and non-profit sectors before joining ESD 112.

Now her work includes collaborating with a multidisciplinary group of communicators to launch marketing campaigns and working with school districts to showcase their accomplishments.

A.K.A. DR. SUNSHINE

KNOWN SUPERPOWERS

- » BUILDS COMMUNITY THROUGH THE POWER OF SOCIAL ENGAGEMENT
- » JOINS FORCES WITH THE MEDIA TO SHARE STORIES THAT INSPIRE AND INFORM
- » HARNESSES THE STRENGTH OF GOOD GRAPHIC DESIGN TO GRAB ATTENTION FASTER THAN A SPEEDING BULLET
- » HAS AN ENTREPRENEURIAL SPIRIT THAT CAN LAUNCH IDEAS HIGHER THAN THE TALLEST SKYSCRAPER
- » JUGGLES MULTIPLE PRIORITIES WITH PRECISION AND GRACE

KNOWN WEAKNESS

- » CRYSTALS AND ROCKS OF ALL KINDS, ESPECIALLY IN THE FORM OF JEWELRY

*MIXING UP THE
ANTIDOTE FOR THE
MARKETING BLAHS*

