

# Hi, I'm **Michelle Traylor** and you can hire me!

I'm a Strategy Director and I have over 16 years of experience strategising and directing in the advertising and branding industry, spread across both London and Sydney.

I'm big on conversations, warm leadership, dramatic shoes, beautiful words, Post-It notes, Sharpies, and, of course, pink!

My approach to strategy is to prioritise BIG ideas and work from the inside of an organisation outwards, to create positive cultural engagement that drives successful, external brand performance. I'm obsessed with people and pointing them in the right direction!

You can hire me for insights and big ideas, brand frameworks, brand architecture, messaging, copywriting, workshop facilitation, research, culture health check, talent nurturing, leadership skills, mentoring and much, much more!

My day rate is \$1600.



I'm just one of a great team at MamaTray. We build ballsy brands, buzzing cultures, and banging careers. We have a super robust range of services to point you in the right direction. If you'd like to hire me, get in touch!