



City of Lathrup Village
 27400 Southfield Road
 Lathrup Village, MI 48076
www.lathrupvillage.org | (248) 557-2600

APPLICATION FOR COMMITTEES, COMMISSIONS, & BOARDS

Date of Application: 08/2/2024

Please check the committee for which you are applying for:

- | | |
|--------------------------------------------------------------------------|-----------------------------------------------------------|
| <input type="checkbox"/> Board of Review | <input type="checkbox"/> Lathrup Village Foundation Board |
| <input type="checkbox"/> Building Authority | <input checked="" type="checkbox"/> Planning Commission |
| <input type="checkbox"/> Downtown Development Authority (DDA) | <input type="checkbox"/> Parks & Recreation Committee |
| <input type="checkbox"/> Historic District Commission | <input type="checkbox"/> Tree Committee |
| <input type="checkbox"/> Inclusion, Diversity, & Accessibility Committee | <input type="checkbox"/> Other: _____ |

Name: Nicole Chenault

Address: 18810 Bungalow Dr, Lathrup Village, MI, 48076

Phone: 202-549-8788 Street, City, State, Zip Email: nicole.chenault@gmail.com

Are you at least 18 years of age: YES NO

Are you a registered voter in Lathrup Village: YES NO

Have you been a resident of Lathrup Village for 1+ years: YES NO

A resume/CV is required with your application. Additionally, please include a letter that covers any additional information that clearly states your qualifications for serving on the committee you selected and why you believe you are the best fit to serve Lathrup Village.

Signature: Date: 08/02/2024

Applicants must be in good standing with the City to be eligible for committee, commission, or board appointment. Any outstanding violations or payments associated with the applying individual or individuals' property may result in the submitted application being rejected.

**Return completed application to:
 Lathrup Village – City Clerk, 27400 Southfield Road, Lathrup Village, MI 48076**

Kelly Garrett
Mayor

Bruce Kantor
Mayor Pro-Tem

Jalen Jennings
Council Member

Dalton Barksdale
Council Member

Jason Hammond
Council Member

NICOLE CHENAULT

Lathrup Village, MI | Nicole.Chenault@gmail.com | (202)549-8788 | linkedin.com/in/nicole-chenault

Dynamic, result-oriented marketing and communications professional with extensive experience developing and executing innovative marketing strategies that drive brand growth and customer engagement. Expertly crafts compelling narratives and delivers impactful campaigns across digital and traditional channels. Demonstrated history of leading cross-functional teams, managing budgets, and collaborating with key stakeholders to achieve business objectives. Adept at brand positioning, market analysis, and leveraging data-driven insights to optimize marketing performance. Passionate about fostering brand loyalty and enhancing customer experiences through strategic communication and creative excellence.

Skills

- Strategic Marketing Planning
- Brand Management
- Digital Marketing Initiatives
- Content Creation & Management
- Market Research & Analysis
- Data-Driven Decision Making
- Agile Methodologies & Practice
- Team Leadership & Development
- Interpersonal Communication

Career Experience

Deloitte | Detroit, MI

2021 - Present

Manager, Industrial Products & Construction Sector | *2023 - Present*

- Led a cross-functional team marketers, researchers, and public relations professionals, leveraging historical data and market trends to enhance brand visibility and market positioning.
- Managed a portfolio of 30 key accounts, including Caterpillar, Siemens, and RTX, advising on best practices, standardizing processes, maximizing efficiency, and elevating performance.
- Developed and executed sector strategy and go-to-market priorities in partnership with sector leadership, driving year-over-year growth.
- Leveraged historical data and market trends to deliver strategic insights, inform decision making, and drive business growth.
- Developed and implemented internal communication strategies and events, aligning messaging with strategic priorities and boosting engagement and satisfaction.

Client Experience Manager | *2022 - 2023*

- Developed tailored C-Suite leadership training programs to address CEO priorities and business challenges and prepare CXOs and Senior Business Unit Leaders to advance their career by synthesizing market insights and client feedback to create strategic insights for customized experiences.
- Led the design and delivery of events, including on-site client events and executive development events to prepare CEOs to navigate the challenges of the CEO role, ensuring seamless logistics and the successful delivery of bespoke client experiences.
- Crafted and delivered high-impact communications on behalf of Deloitte to C-Suite executives and Business Unit Leaders, strengthening engagement and solidifying Deloitte's reputation as a trusted advisor.
- Cultivated strategic relationships with senior executive clients, enhancing engagement and establishing a robust industry network.

Global Client Account Manager | *2021 - 2022*

- Managed account operations for a \$140M portfolio, including high-profile accounts such as Kroger and Marriott, to develop and implement client relationship strategies while aligning Deloitte's offerings with client needs, strengthening brand perception, and positioning the team for new business pursuits.

- Led a team of 5 cross-functional professionals in developing and executing strategic initiatives and analytics deliverables to enhance the firm's brand as trusted advisors.
- Directed post-transaction partner management to ensure successful execution and accountability of agreed-upon deliverables, ensuring high-quality results and driving client satisfaction.
- Developed and executed comprehensive internal communication plans, fostering a cohesive work environment and clear organizational messaging to over 900 account members.

OneMagnify | Detroit, MI & Cologne, Germany

2017 - 2021

Global Account Supervisor

- Oversaw marketing strategy development for Ford Motor Company's Commercial Vehicle Center program, overseeing a cross-functional team of 5 junior marketers and project managers to deliver multi-channel campaigns and technical solutions, driving commercial vehicle sales and dealer membership rates.
- Conducted comprehensive market research to understand customer needs, market trends, and the competitive landscape to inform strategic decisions while creating compelling value propositions and messaging for commercial vehicles to facilitate successful product launches and market penetration.
- Drove the development of interactive B2C and B2B digital platforms to ensure alignment with strategic priorities and user needs.
- Collaborated with product teams to develop training materials, training videos, and digital platforms, enabling effective product training for dealers while supporting the go-to-market process, including product messaging, collateral development, dealer sales training, and market education to enhance product adoption.
- Designed and monitored campaign performance metrics, providing insights and demonstrating ROI of marketing initiatives to clients and stakeholders.

Jones Lang LaSalle Inc. (JLL) | Washington, D.C.

2015 - 2017

Marketing Manager

- Developed and implemented comprehensive B2B marketing strategies, including branding, collateral creation, and multi-channel campaigns, to increase building leasing activity and brand visibility in the market.
- Partnered with research teams to identify market needs, aligning building features and amenities with target market demands to enhance product-market fit.
- Created compelling value propositions and marketing materials to effectively communicate the benefits and unique selling points of commercial real estate spaces, driving increased interest and engagement.
- Planned and executed targeted marketing events to showcase properties, generating high-quality leads and facilitating direct interaction with potential tenants' representation.
- Efficiently managed resources to ensure precise allocation of budget and talent to meet project deliverable quality and deadline expectations.

Technical Skills

Microsoft Office Suite • CRM (Salesforce) • Oracle Eloqua Marketing Automation • Mailchimp

Education

Master's Degree, Public Relations and Corporate Communications | Georgetown University

Bachelor's Degree, Radio, Television and Film | Howard University