



Michelle McNutt

Brand Marketing-
Equine Industry

About me

Digital marketing professional who has been involved in the horse industry for over 40 years. Avid NCHA cutter and horseman who builds brand awareness through digital marketing, social media & influencer marketing, brand affiliate programs and sponsorships.

Expertise Skill

- Brand Affiliate 
- Sponsorships 
- Content Marketing 
- Digital Marketing 
- Content Editing 
- Social Media Marketing 

Contact Me

 michellesterner@gmail.com

 Wyomissing, PA 19610

Education

Pennsylvania State University B.S.
Mathematics

Work Experience

Digital Marketing & Brand Representation
Consultant | 2007-Present

Senior Marketing strategies - Online
Marketing Division | 2011- 2017

Rodale Inc. - publishers of Men's Health,
Women's Health, Runner's World,
Prevention, Organic Gardening

Clients

- Texas HayNet
- USTPA - United States Team Penning Association
- PCHA- Pa. Cutting Horse Association
- Delaware Valley University
- Tarleton State University
- Zoe Woodland Performance Horses