

Michelle Miller

Speaker & Educator



Meet Michelle

Sustainable Marketing Expert | Creative Director

Michelle Miller is the Owner & Creative Director of Minty Made, a full-service branding and web design studio and the Founder of The Green Marketing Academy™, which offers online courses, certification and training that help businesses, marketing professionals and teams adopt sustainable, ethical and inclusive marketing practices.

Prior to running her branding and web design studio, Michelle spent over a decade in corporate marketing and sales. During this time, she witnessed how much waste was produced and how many unnecessary dollars were spent on ineffective marketing methods that also had a detrimental effect on the planet. Not to mention, the constant burnout that came along with this working in this environment.

Read her full bio [here](#).

Mission + Values

Our Mission

I work with wellness and eco-based businesses to clarify their brand messaging and visual identity, reach more people, nurture long-term relationships with their customers, and further their mission through sustainable branding, website design and green marketing education.

Core Values

Sustainability- I believe in putting people and the planet before profit and am on a mission to help other businesses do the same.

Balance- Taking time to recharge the mind and refueling creativity is a priority for myself and our team.

Growth- Through reading, networking, and education, I am constantly in search of new opportunities to grow as a person, as a leader and to better serve our clients.

Read more [here](#).

Signature Topics

An Introduction to Green Marketing - We'll explore the history and significance of green marketing, tips for avoiding "greenwashing" both from a marketing and consumer standpoint and explore and debunk common misconceptions about marketing sustainably.

The Key to Green Marketing: Start Where You Are - Implementing a sustainable marketing strategy can feel overwhelming. During this training, we'll customize and outline a plan for your business or marketing team that feels manageable and falls in line with the rest of your top-level goals.

How Ethical + Sustainable Marketing Calls in the Right Clients - What would it feel like if you no longer had to rely on traditional, salesy marketing tactics that we've all been taught, and instead, attract like-minded clients or customers with ease? We'll walk through some of the ways that your business can step into a marketing strategy that is in true alignment with your purpose and values.

Setting Sustainable Boundaries - This hands-on workshops will teach you how to set healthy boundaries with clients, colleagues, team members and loved ones, as it plays an essential for keeping your own energy sustainable.

View other past speaking engagements [here](#).

Past Platforms

HoneyBook | RISING TIDE



AM > | Puget Sound

EVO
LVE
CPG

Ready to work together?

Michelle Miller


Speaker & Educator

hello@mintymade.com

Marketing Reach + Channels

 400+ email subscribers

 2,000+ Connections

 2,400+ Followers

 200+ Followers