



MICHELLE BELL

SR. DIRECTOR OF MARKETING & PR

Michelle Bell oversees client events including charity softball games, golf outings, galas and other fundraising events for Capture Sports & Entertainment. Clients include the JJ Watt Foundation, Carson Wentz AO1 Foundation, Milwaukee Bucks Foundation, the Vince Lombardi Cancer Foundation and more. She ensures client projects stay within scope and are completed on time and within budget.

Michelle has invaluable experience in tradeshow planning, event coordination, budgeting, marketing, public relations and customer service. While working as a tradeshow and marketing specialist for Generac Power Systems, she was responsible for planning and executing over 90 tradeshows each year and hosting an annual tradeshow for over 1,800 conference attendees. In addition, Michelle provided analysis for the department's multimillion-dollar marketing budget, which resulted in increased budget, improved forecasting, and program transparency.

Michelle earned a Bachelor of Arts degree in business administration from Carroll University, where she was a Division III athlete. While studying, she also interned for the Super Bowl XLII Host Committee, performing global media studies.

Outside of work, Michelle enjoys running, baking, and spending time with her family.

