

MICHAEL HOWARD

Passionate Autodidact and
Digital Marketer

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 Mike Howard  @MahmahMike

PROFESSIONAL SKILLS

Scale:

Novice | Average | Proficient | Expert | Mastery

Digital Media and Marketing

Social Media	Mastery
Strategy	Mastery
SEO	Expert
Content Marketing	Expert
Digital Advertising	Proficient
Analytics	Expert
Graphic Design	Proficient
Web Design	Expert

Technical

HTML	Expert
CSS	Proficient
SQL	Proficient
C#	Proficient

Writing and Language

Copywriting	Mastery
Technical	Proficient
Blogging	Expert
Creative	Mastery
Public Speaking	Mastery
Spanish	Proficient
French	Average
American Sign Language	Proficient

Tools

Hubspot	Mastery
Aweber	Expert
Adobe Products	Proficient
Act-On	Expert
MailChimp	Mastery
Salesforce	Mastery
Google Analytics	Mastery
Google AdWords	Expert
Hootsuite	Mastery
Buffer	Expert
Canva	Mastery
Tableau	Proficient
Microsoft Office Suite	Mastery

Published Writings

- *4 Ways to Market to Millennials*
- *Death of Traditional Advertising*
- *How Custom Software Can Lead Companies to Success*

PROFESSIONAL SUMMARY

Michael's value proposition can be summarized into 6 words: autodidact dedicated to providing thought-provoking wisdom. A passionate entrepreneur, experienced digital marketer, and team player, he is driven to provide creative solutions, challenge conventional thinking, lead others to success, and learn.

EXPERIENCE

Millennial Marketing Solutions - Chief Marketing Technologist Cincinnati, OH | March 2016-Present

- Consult clients on digital marketing strategies and social media best practices
- Assign contractors to perform and deliver appropriate work to Millennial's suite of clientele
- Prepare proposals and manage web development and marketing strategy for multiple clients
- Manage finances including Millennial's subsidiary companies and SaaS products

Norwood Promise - Director, Marketing and Charitable Operations Norwood, OH | February 2016-Present

- Create strategic initiatives to improve awareness of company's charitable operations
- Manage website, social media, marketing automation, CRM, and analytics software
- Build development to increase charitable donations and assets reaching \$200,000 to date

Elosophy L.L.C. - Chief Marketing Officer Toledo, OH | May 2015-August 2016

- Designed and executed crafted campaigns and advertise for specific target markets
- Managed and analyzed digital media content, improving digital traffic by 560%
- Implemented CRM software, automation, and analytics software to execute digital strategies
- Led business development with first year sales exceeding \$2 million

EDUCATION

University of Cincinnati Cincinnati, OH

Bachelor of Business Administration, Marketing and Information Systems

- Cincinnati Scholarship Recipient | Dean's List Recipient

Research and Prominent Class Work

- *Marketing Research* - Conducted research and provided recommendations to Barnes & Noble for in-store strategies
- *Consumer Behavior* - Conducted research and presented a marketing campaign strategy to Tijuana Flats for expansion

ACHIEVEMENTS

Certifications: Social Media Marketing (SO ME Academy and Hootsuite) | Google Analytics | Inbound Marketing (Hubspot Academy)

Organizations and Service: Special Olympics, Easter Seals, Hoxworth Blood Center, Beta Theta Pi, American Marketing Association

Honorable Mentions: Procter & Gamble Mentorship Program | Innovator Quest Elevator Pitch Honorary Entrepreneur | Cincinnati Scholar | Buckeye Boys State Honoree