

# Andy Michaels

## Marketing

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### Skills

Content Marketing

Digital Marketing

Effective Time Management

SEO Optimization Skills

Collaboration Skills

Content Research &  
Development

### Languages

English

French

## Profile

Experienced Marketing Specialist adept in overseeing traditional and new media strategies, designed to help companies reach goals in lead generation, brand awareness and user engagement.

## Employment History

### Head of Marketing, Mihaylo Brands, Boston

June 2017 — May 2021

- Worked to establish and implement strategic marketing plans designed to capitalize on market opportunities and achieve growth.
- Assessed competition and determined business and marketing plans to be implemented.
- Worked to foster a marketing plan that promoted brand awareness and effectively launched messages.
- Led the company on strategy, content, and creative initiatives for fully-integrated marketing communications.
- Successfully managed company social media accounts.
- Developed and managed email campaigns.

### Content Marketing Specialist , Aventura, Boston

October 2014 — May 2017

- Created interesting and well-researched content to drive traffic and engage readers and customers.
- Created social content to promote Aventura's culture and message.
- Collaborated with the Content Team to maintain a stellar editorial calendar.
- Researched market trends to identify new marketing and product opportunities.
- Worked to contribute creative ideas and approaches that leveraged content and increased revenue.

## Education

### Bachelor of Science in Marketing, Boston College, Boston

September 2010 — May 2014

### High School Diploma, Ipswich High School, Ipswich

September 2006 — May 2010