

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