

MICHAEL RODRIGUEZ

Marketing Director

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Los Angeles, CA

PROFESSIONAL SUMMARY

Results-driven Marketing Director with 10+ years of experience in digital marketing, brand management, and team leadership. Expertise in developing integrated marketing campaigns that drive brand awareness, lead generation, and customer acquisition. Proven track record of managing marketing budgets exceeding \$2M and leading high-performing teams.

PROFESSIONAL EXPERIENCE

Marketing Director

Global Brands Inc.

September 2021 - Present | Los Angeles, CA

Oversee marketing strategy and execution for portfolio of consumer brands

Increased brand awareness by 60% through multi-channel marketing campaigns

Manage annual marketing budget of \$2.5M across digital and traditional channels

Lead team of 8 marketing professionals across content, social media, and paid advertising

Implemented marketing automation workflows that improved lead conversion by 45%

Senior Marketing Manager

Creative Solutions Agency

March 2019 - August 2021 | San Diego, CA

- Developed and executed integrated marketing campaigns for B2B and B2C clients
- Achieved 150% increase in qualified leads through strategic content marketing
- Managed client relationships and collaborated with creative teams on campaign development
- Utilized analytics tools to optimize campaign performance and ROI

Digital Marketing Manager

StartupFlow

January 2017 - February 2019 | Austin, TX

- Built digital marketing department from ground up for fast-growing startup
- Launched social media strategy that grew follower base by 300% in 18 months
- Managed PPC campaigns with monthly ad spend of \$100K+ and 4.2x ROAS

CORE SKILLS

Digital Marketing

PPC SEO Social Media

Email Marketing

Analytics & Tools

Google Analytics HubSpot

Salesforce Adobe Creative Suite

Strategy & Leadership

Brand Strategy Team Leadership

Budget Management

Campaign Development

EDUCATION

Master of Business Administration (MBA)

UCLA Anderson School of Management

2015 - 2017 | Los Angeles, CA

Bachelor of Arts in Marketing

University of Texas at Austin

2011 - 2015 | Austin, TX

KEY ACHIEVEMENTS

Marketing Excellence Award - Global Brands Inc. (2023)

Digital Marketing Certification - Google (2022)

HubSpot Inbound Marketing Certification - HubSpot Academy (2021)