

MICHAEL COSAND

PORTFOLIO AVAILABLE AT MICHAELCOSAND.COM

Bachelor of Science, Psychology, Arizona State University 2007-2013

Associated Retina Consultants

2018-2019

UX Designer • Marketing Specialist

Collected and Analyzed patient survey and Focus group data • Designed interaction prompts for patient app • Designed both print and digital advertisements • Oversaw marketing budget
Implemented Data-Driven Strategies to expand referral network • Coordinated and Managed events for referring physicians and their staff • Created KPI and analysis reports and presented data to management

2014-2015

Razor Emporium

Graphic Designer • Marketing Specialist

Created Social Brand-focused system for eWoM media marketing across multiple platforms, utilizing both CPC and CPM digital advertising • Optimized meta-data and keywords for product pages and company information • Managed studio shoots for product photography with emphasis on Social Brand • Created Multi-Channel Listings System to broaden sales

Mesa Symphony Orchestra

2006-2008

Director of Operations • Public Relations • Project Marketing Strategy

Managed print and online media marketing for performances, concerts, assemblies and special events for three concert seasons • Identified marketing steps and created blue prints for long-term revenue and audience growth using patron and audience research and analysis • Implemented rebranding effort for the organization, including reprioritization of budget and mission statement

SUMMARY OF SKILLS

Adobe Xd • Photoshop • Illustrator • Indesign

HTML • Wordpress • Shopify

Google Analytics • Adwords • Webmaster Tools

Infusionsoft (Keap) • Hubspot • SharePoint • SEMrush • WebSTAT

