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# Michael Sammons

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# POINTS FOR DISCUSSION



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# Introduc tion.

Hi! I'm Michael Sammons.

I'm a digital marketer and investment analyst with over 8 years of experience in performance marketing and strategic analysis.

I've managed six-figure paid media budgets, optimized campaigns for growth and efficiency, and built trading strategies that have delivered substantial portfolio gains. I have a passion for solving complex problems and driving measurable outcomes.

# Experience & Impact

## 1. Digital Marketing Manager – Thryv

June 2017 - May 2022

I owned the entire post-sale marketing lifecycle for a B2B SaaS product, focusing on onboarding, engagement, and retention. I combined data analysis with creative testing to optimize campaigns continuously. By monitoring real-time metrics and customer behavior, I identified where to shift budgets and messaging to boost performance. This hands-on, iterative approach drove a 12% increase in lead conversions and improved click-through rates by 10% through A/B testing of ads and landing pages.

How I approached the work:

- Prioritized data-driven decisions balanced with creative experimentation
- Collaborated cross-functionally to align marketing with product goals
- Used advanced analytics tools to track and adjust campaigns quickly

## 2. Investment Analyst – MS Investments

May 2022 - Present

I apply strategic trading and data visualization techniques to identify market opportunities and optimize portfolio performance. By analyzing complex market trends and monitoring real-time data, I ensure quick strategy adjustments that improve returns while balancing risk. This role sharpens my analytical skills and strengthens my ability to manage resources effectively, skills I translate into marketing campaign optimization.

More details on LinkedIn: [linkedin.com/in/michaelsammons1](https://linkedin.com/in/michaelsammons1)



# What others say about me

*As you move forward, I hope I can see how you're doing. Best of luck my friend. Thank you for your helping me increase my businesses growth significantly over the years. Your keen eye for detail and strategic thinking have made a real difference in driving success.*

Linda Hackler - First Impressions Manager at Carolina Cool Inc

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*Thank you for the consistent support that has helped elevate my business to where it is today. Your detailed approach made sure we optimized every opportunity, while your strategic expertise helped us set effective goals and meet them. Your partnership has truly had a lasting impact.*

David Albright - Vice President at Hanover Concrete Company

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*Michael is a dedicated marketing professional with strong analytical skills and a clear focus on driving growth. He took full ownership of our customer marketing lifecycle, improving engagement and retention through targeted strategies. His expertise in digital marketing contributed to significant improvements in click-through rates and overall marketing ROI. He is dependable, detail-oriented, and an excellent collaborator.*

Kerryne Wilshire - Supervisor, Thryv

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*During his time at Thryv, Michael earned the Outstanding Leadership Award by consistently delivering results and motivating his team. He expertly managed large-scale paid media campaigns and improved customer engagement through strategic initiatives. His thoughtful approach and collaborative nature made him an invaluable asset, and his leadership continues to inspire those around him.*

Joann Shankle - Supervisor, Thryv

# Skills

## **Technical & Marketing Tools**

Google Ads, Facebook Ads, TikTok Ads, Bing Ads, LinkedIn Ads  
Google Analytics, HubSpot, Salesforce  
Marketing Automation, A/B Testing, Conversion Rate Optimization  
Tableau, Looker, Excel/Sheets

## **Core Competencies**

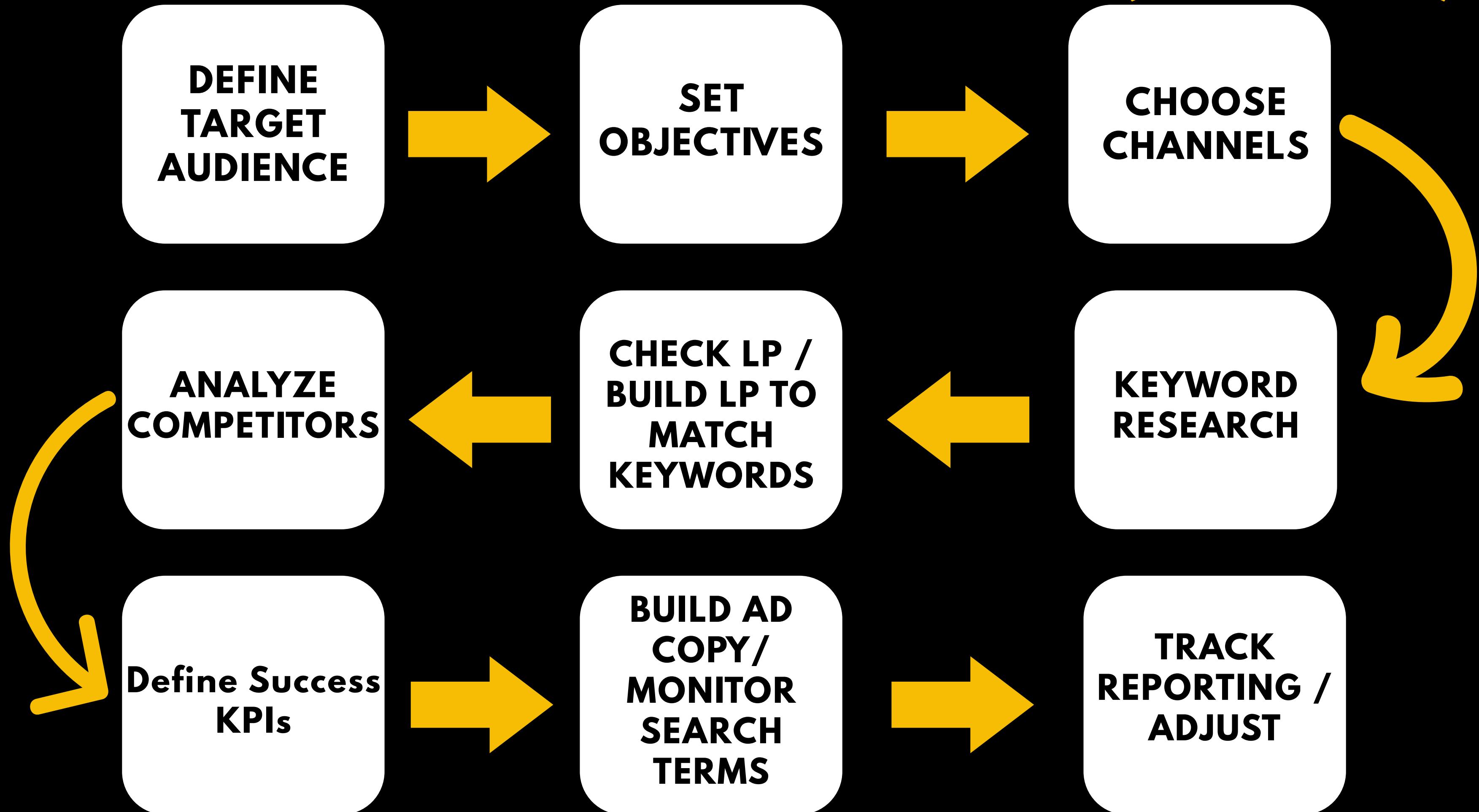
Data-Driven Campaign Strategy  
Paid Media Management (B2B SaaS Focus)  
Customer Lifecycle Marketing  
Budget Management & Optimization  
Lead Generation & Demand Generation  
Cross-Functional Collaboration  
SEO & Content Strategy  
Risk Management & Strategic Planning

## **Soft Skills**

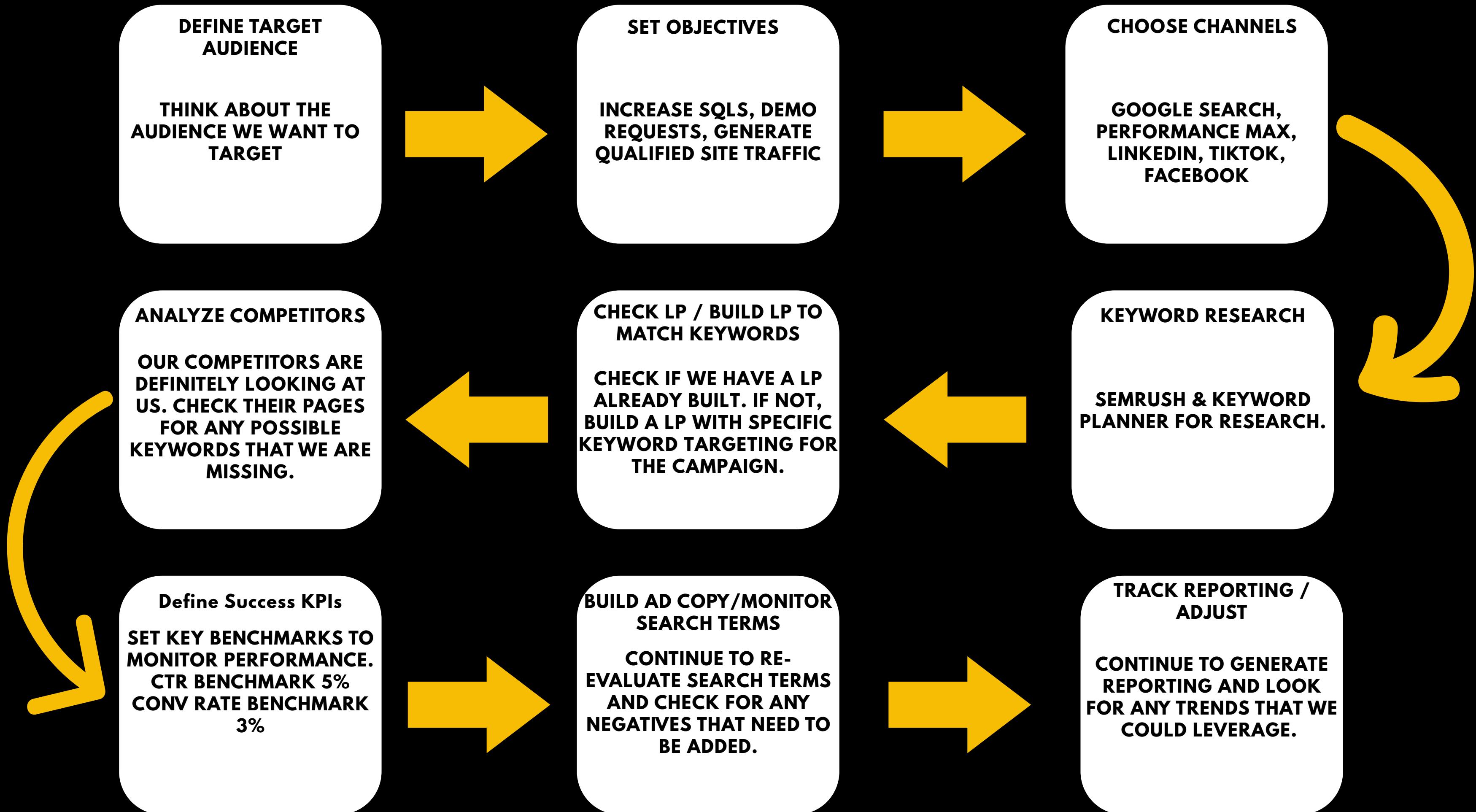
Analytical Thinking  
Creative Problem Solving  
Adaptability & Flexibility  
Clear Communication  
Team Collaboration



# HOW I WOULD SET UP A CAMPAIGN(EXAMPLE)



# HOW I WOULD SET UP A CAMPAIGN EXPANDED





## HOW I THRIVE

- PERFORM BEST IN WELL-STRUCTURED ENVIRONMENTS WITH CLEAR OBJECTIVES AND MEASURABLE OUTCOMES
- WORK INDEPENDENTLY WITH A STRONG SENSE OF ACCOUNTABILITY WHILE ENGAGING COLLABORATIVELY AS NEEDED
- UTILIZE DATA-DRIVEN ANALYSIS TO GUIDE DECISION-MAKING AND OPTIMIZE RESULTS
- ADAPT EFFICIENTLY TO SHIFTING PRIORITIES WHILE MAINTAINING FOCUS ON KEY GOALS

## WHAT ENABLES MY BEST PERFORMANCE

- CLEAR, DIRECT COMMUNICATION AND WELL-DEFINED EXPECTATIONS
- ACCESS TO RELEVANT TOOLS AND ACCURATE DATA FOR INFORMED STRATEGIES
- CONSTRUCTIVE FEEDBACK DELIVERED IN A TIMELY MANNER TO DRIVE CONTINUOUS IMPROVEMENT
- DEDICATED, UNINTERRUPTED TIME BLOCKS FOR FOCUSED WORK AND PROBLEM-SOLVING

## IDEAL WORK ENVIRONMENT

- TRANSPARENT CULTURE THAT ENCOURAGES OPEN DIALOGUE AND MUTUAL RESPECT
- OPPORTUNITIES FOR PROFESSIONAL DEVELOPMENT AND SKILL ENHANCEMENT
- BALANCE BETWEEN AUTONOMY AND COLLABORATION WITH EMPOWERED TEAMS
- LEADERSHIP THAT SUPPORTS INNOVATION, STRATEGIC THINKING, AND OWNERSHIP



In my personal life, running is more than just a hobby, it's a way I challenge myself physically and mentally. I'm driven by pushing past the boundaries of what I once thought was impossible, setting new goals and steadily working toward them.

In 2023, I ran 304 days, nearly every day of the year, showing my dedication and consistency.

This year, I ran 267 days so far, and as of June 24th, I've already hit 177 days. This ongoing commitment not only keeps me physically fit but also sharpens my discipline and resilience, qualities I carry into my professional life.

Running teaches me the value of perseverance, focus, and celebrating incremental progress, all of which help me stay motivated in any challenge I take on.

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# Thank you.

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