

# Mike Fogarty

Full Stack Web Developer & Digital Marketing Professional

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## EXPERIENCE

### **MIEC Oakland, CA— *Marketing Coordinator***

May 2018 - PRESENT

Managed relaunch of brand on site with focus on customer acquisition and audience growth

Managed email campaigns and identified opportunities for audience engagement by analyzing campaign KPI metrics

Owned the quarterly email newsletter and grew open rate YTD from 22% to 35%, thus increasing exposure. While also handling the timely releases of “E-Alerts” which were reactions to news in the industry. These saw an average 42% open rate, ensuring our policyholders saw vital news.

Served as Project Manager and built cross functional relationship with web dev and site design team while managing a budget of \$100k on ad campaigns

Trained staff and managed training material for newly created Member Services Specialists Department.

### **Tap It Brewing Co. San Luis Obispo, CA— *Events & Marketing Specialist***

A GABF Gold Medal Winning Small Brewery distributed across California.

September 2016 - September 2017

Managed company’s social media accounts as community manager and grew overall channels by average of x% with exponential growth on Instagram. x% growth on Instagram, % growth on FB...) post creation & scheduling

Identified paid ad opportunity Facebook paid ad performance & budgets

Email Marketing, identifying keywords and making recommendations on copy.

Served as Public Relations lead by pitching press and securing online exposure with key influencers and bloggers.

Ensure company’s internal asset library is maintained and communicate any changes to cross functional teams (Brand & Creative Marketing)

Handled website updates, new page creation, basic SEO

## SKILLS

HTML/CSS  
JavaScript  
jQuery  
Node.js  
Data Analysis  
Paid Advertising  
SEO Analysis & Reporting  
Email Marketing  
Social Media

## PROGRAMS

**Office** – Proficient in Microsoft Office Suite (Excel vlookup, pivot tables)

**Adobe** – Experienced with Creative Suite & Analytics (Omniure)

**Google** – Analytics, Search Console, & Adwords KW Planner

**Mailchimp**

**Wordpress**

**Moz**

**Hootsuite**

**GitBash**

**VS Code**

### **iMatrix, San Diego, CA — *Social Media Specialist***

October 2015 - September 2016

Scheduled social media posts for 3,000+ clients across multiple verticals with cross departmental team

Analyzed performance of social media posts on a monthly basis and identified opportunities to grow clients' key accounts by improving on copy and content

Improved "Set-Up" tickets close rate by 11% & handled an average of 120 calls per week.

### **Geary LSF, San Diego, CA — *SEO Coordinator***

A digital marketing agency working with leading consumer goods companies.

June 2012 - July 2015

Performed keyword research & on-page SEO optimization for clients, social media

Main point of contact for Account managers and vendors on various key campaigns.

Generated monthly reports and provided initial analysis of the campaign's status.

Partnered with internal creative team on optimizing SEO content, such as:

- Monthly and quarterly content calendars for client blogs & social media.

## **EDUCATION**

### **UC Berkeley Extension, Berkeley, CA — *Full Stack Web Development Boot Camp***

March 2021

### **San Diego State University, San Diego, CA — *B.S. Marketing with Emphasis in Integrated Marketing Communication***

June 2010