

Michael Henderson

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UNIVERSITY OF MISSOURI-COLUMBIA

AUGUST 2008-MAY 2012

Bachelor of Journalism, Emphasis in Strategic Communication

Graduated: May 2012

Minor in Business

EDUCATION

TRUE MEDIA

JULY 2012 - PRESENT

- Manage pay-per-click, display, social, SEO, mobile, and email efforts for U.S. and Canadian clients.
- Utilize analytics to monitor and optimize digital campaigns.
- Meet with clients in weekly status meetings to go over current strategy and new opportunities.
- Create monthly reports outlining performance from the previous month.
- Reconcile invoices for digital buys.
- Stay current on all aspects of digital marketing from paid, to organic, to social.

VETERANS UNITED HOME LOANS

OCTOBER 2011-JUNE 2012

- Monitored the activity of Facebook advertising campaigns.
- Generated relevant pay-per-click ads using demographic, interest, and A/B testing.
- Tracked and documented campaign analytics in Microsoft Excel.
- Developed weekly and monthly reports summarizing company and competitor data.
- Stayed up-to-date on social media news and trends.

MEDIA INTERNSHIP WITH SPORTING KANSAS CITY

JUNE 2011-AUGUST 2011

- Met weekly deadlines in a productive, organized way.
- Designed advertisements for sponsors using Adobe CS5.
- Created introduction videos for players in Adobe After Effects.

GOOGLE ONLINE MARKETING CHALLENGE

APRIL 2011 & FEBRUARY 2012

- Established an efficient Google AdWords campaign using optimization techniques.
- Put important vocabulary of online marketing to use like CTR and PPC.
- Devised pre-, mid-, and post-campaign reports during the three week competition.
- Discovered the vast world of online marketing and it's extensive reach and relevance.

EXPERIENCE

SIGMA TAU GAMMA FRATERNITY

AUGUST 2008-MAY 2012

- Vice President of Programs (January 2010-December 2010)
 - Led a team of eight members.
 - Constructed and maintained a blog for the chapter.
 - Used peer-to-peer strategies to recruit new members.
- Produced semester newsletters for parents and alumni about Fraternity activities.
- Community Manager of Fraternity Twitter account.

CAMPUS LIFE

- Google AdWords Certified
- Facebook PPC Advertising
- Google Analytics
- Adobe SiteCatalyst

- SEO
- Adobe Indesign
- Adobe Photoshop
- Microsoft Office

SKILLS