

MICHAEL LADT

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Summary

Senior Creative with extensive experience in creative direction, digital strategy, product management, UX, design, and development. Passionately imaginative with a desire to do what has never been done and the belief that one should not merely push the envelope but shove it into oncoming traffic. Proven record of creating data-driven initiatives and achieving results through testing and optimization. History of leading cross-functional teams to develop and implement integrated marketing strategies.

Experience

Director of Marketing 2014 - 2020

DYL | B2B SaaS Startup | Culver City, CA

- Provided high-level marketing strategy, UX/UI design direction, and front-end development for all paid campaigns
- Established paid advertising and lead nurturing campaigns for the first time in company history
- Created proactive marketing strategies and plans with actionable items for measuring results to streamline efficiency and maximize revenue growth
- Directed and implemented new strategies for highly targeted email/paid advertising campaigns via Facebook, LinkedIn, and Google
- Increased lead generation by 5x at a fraction of the cost, increasing monthly recurring revenue by 300%
- Played an instrumental role in developing omnichannel marketing strategies, growing the consumer base, and opening up new revenue streams
- Developed prototypes and created comprehensive go-to-market strategies for all new products
- Recruited, trained, and directed Copywriter, UX/UI Designer, and Jr. Front-End Developer

Creative Technologist 2012 - 2014

Team One | Advertising Agency | Playa Vista, CA

- Led digital concepting for the historically traditional advertising agency; collaborated with clients, such as Lexus, JW Marriott, 2K Games, Ritz Carlton, and Haagen-Daz
- Collaborated with multiple teams, partners, and clients to develop, refine, and convey tech-driven ideas from concept to completion; partners included Xbox, DirectTV, YouTube, Twitter, and BuzzFeed
- Explored emerging technologies for advertising opportunities and increased the effectiveness of creative pitches by providing clients with functional prototypes
- Concepted and prototyped the core campaign element for 2K Games PlayStation 4 exclusive, "Evolve" to bring digital characters into the physical world via 3D printing; received 2014 Video Game Marketing Award for Standout Ad Campaign
- Contributed to Lexus Cineprint ad for the Lexus ES, authored the concept, and built an augmented reality prototype for the Lexus RC-F; both were published in the Sports Illustrated Swimsuit Edition in 2012 and 2014

Art Director/Developer 2010 - 2011

Only Natural Pet | E-commerce | Boulder, CO

- Executed an intense email campaign schedule which generated more than \$12M in annual revenue
- Developed PPC advertisements and email newsletters for customers, prospects, win-backs, and cart abandonments for online shoppers; oversaw content strategy and visual design

Art Director/Developer 2009 - 2010

Veracity Credit | B2C Finance SaaS | Denver, CO

- Collaborated with the Marketing Manager and SEO/PPC Specialist to design and develop a new website, blog, landing pages, email newsletters, and infographics
- Oversaw branding and marketing strategies for new products

Web and Graphic Designer 2006 - 2009

The Parent Company (formerly eToys) | E-commerce | Denver, CO

- Redesigned and rebranded eToys.com, KBToys.com, and the newly acquired Toys.com
- Created, managed, and implemented email campaign calendar
- Facilitated the weekly website updates for eToys, KBToys, DreamTimeBaby, and BabyUniverse

Education

University of Colorado

Master's Certificate | Strategic Communication Design | 2012

Westwood College

Bachelor of Science | Animation | 2006

Associate of Science | Graphic Design and Multimedia | 2004

Skills

- 3D Printing · A/B Testing · Advertising · Analytics · AR/VR · B2B/B2C Marketing · Content Strategy
- Creative Direction · Consumer/User Testing · Digital Marketing Strategy · Display Advertising
- Lead Generation/Nurturing · Mobile Marketing · Product Management · Presentation Design
- Rapid Prototyping · Responsive Design/Development · SEM/SEO · Team Management · UX/CX Design
- Adobe Creative Suite · Google Ads · Google Analytics · Google Campaign Manager · Google Tag Manager
- Facebook Advertising · Freshworks · HTML5/CSS3 · Infusionsoft · Sketch · WordPress · Zapier

Certifications

Google Analytics Individual Qualification

Credential ID: 55043500 | Issued by Google | 2020

Google Ads Search Certification

Credential ID: 48743149 | Issued by Google | 2020

Google Display & Video 360 Certification

Credential ID: 58080636 | Issued by Google | 2020

Google Campaign Manager Certification

Credential ID: 57999035 | Issued by Google | 2020

Awards

Inc5000 Fastest-Growing Private Companies

DYL (#3131) | 2018

2017 - DYL (#2051) | 2017

2016 - DYL (#3656) | 2016

Video Game Marketing Awards - Standout Ad Campaign

Team One and 2K Games "Evolve" | 2014

Shorty Award - Tumblr Campaign

The Signal" by Lexus | 2014