

# MICHAEL LADT

Marina Del Rey, CA 90292 • (303) 589-1171 • [michaelladt@gmail.com](mailto:michaelladt@gmail.com)  
[michaelladt.com](http://michaelladt.com) • [www.linkedin.com/in/michaelladt](http://www.linkedin.com/in/michaelladt)

## Summary

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Marketing Director with extensive experience in digital strategy, creative direction, product management, UX, design, and development. Passionately imaginative with 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

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### 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, 2KGames, 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 2KGames 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**

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### **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**

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- 3D Printing   · A/B Testing   · Advertising   · Analytics   · AR/VR   · B2B/B2C Marketing   · Content Strategy
- Creative Direction   · Consumer/User Testing   · Digital Strategy   · Display Advertising   · Email Marketing
- Lead Generation/Nurturing   · Mobile Marketing   · Paid Advertising   · 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**

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### **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**

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### **Inc5000 Fastest-Growing Private Companies**

2018 - DYL (#3131)

2017 - DYL (#2051)

2016 - DYL (#3656)

### **Video Game Marketing Awards - Standout Ad Campaign**

2014 - Team One and 2KGames "Evolve"

### **Shorty Award - Tumblr Campaign**

2014 - "The Signal" by Lexus