

# Michael Tietje

Greater Phoenix Area



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## Summary

Marketer. Entrepreneur / Intrapreneur. Leader of Digital Media Ninjas. Digital Marketing & Technology Fanatic... always learning more about the interplay / evolution of marketing, technology, and the people (most importantly) that run both. Strong background and current competencies in utilizing technology to build / manage digital media campaigns in an effective and profitable manner.

Business goals are the primary KPI (key performance indicator). Teams I lead are always focused on marketing that impacts the top AND bottom line because I've never been able to put a click or an impression in the bank and neither have the thousands of clients I have helped. Profit is the goal of marketing.

## Experience



### Senior Director - Digital Operations

Epsilon

Nov 2021 - Present (3 months +)

Asked by the VP of Digital Product and the practice COO to expand my role across all digital operations at Epsilon Automotive, including the following areas of responsibility:

- Establishing deeper QA processes for all of our social products, encompassing 6 programs, 12k+ campaigns, and \$3.1+ mm in revenue
- Process Gap analysis and road-mapping plans across SEM, Social, Business Development, Mobile, Engineering, and Reporting / Tagging
- Leading an initiative to increase paid social operational excellence (re-building the SEM operational playbook with social)
- Social product to engineering roadmap for vendor migration streams
- AutoNation and Ford Social campaign operations
- Capabilities evolution for Social products (AIA, Messaging, dynamic inventory enablement, etc)
- Customer onboarding and data flow management
- Establish a better framework of project management workflows for Mobile products
- Focusing on monetizing and productizing mobile capabilities
- Internal executive reporting frameworks
- SEM performance reporting
- Social performance reporting
- Business Development Pipeline reporting for executive communication
- Mobile performance reporting
- Assisting with both internal and external communications by finding the case studies and highlighting the stories that Epsilon most wants to tell in order to accelerate revenue growth



### Senior Director - Campaign Operations

Epsilon

Jan 2020 - Oct 2021 (1 year 10 months)

- Managed the onboarding and operationalization of an additional \$2.1mm in media budget for CY 2021 across 7 client programs with 1,200+ franchise customers.
- Led the onboarding / execution of a multi-year / multi-million dollar national contract for Hyundai Motor America comprising 17k+ digital media campaigns.
- Mentored, trained, and motivate a rapidly growing digital team (3x growth in 2 years) with zero attrition.
- Designed and deployed a 30k digital media campaign program to support a 6 figure monthly budget for 1,200+ franchise businesses in the US and Canada.
- Held operational responsibility for two external SaaS customers of the internal paid media technology (YP/Thryv & Berkshire Hathaway Automotive)
- Consistently interfaced with engineering to coordinate / plan improvements to paid media technology to increase margin through automation
- Created a new product for automotive service retention leveraging internal data sets and transactional data to automatically deploy marketing messages to customer segments.
- Designed, created, and managed a digital advertising program to support General Motors' certified digital advertising program.
- Assigned leadership responsibilities of the technical operations team, responsible for maintenance and client requests of production databases related.
- Initiated and led a product management initiative for a call tracking API upgrade to leverage the latest call tracking technology technology.



## **Founder**

### **Digital Edge Advertising**

Dec 2016 - Jan 2020 (3 years 2 months)

- Founded a digital advertising agency focused on lead generation for local businesses and enterprise marketing support.
- Profitable in year 1, increased revenue 3x in year 2, and increased revenue again by 48% in year 3. Maintained higher than normal profit margin as compared to industry averages throughout growth.
- Created an integrated advertising system that leveraged technology to maintain ad relevance from search ad through the landing page, doubling industry standard conversion rates.
- Advised SearchForce, a Silicon Valley ad tech company, to improve software for scaled management and creation of advertising campaigns.
- Created and managed a program for Yellow Pages to power their local advertising solution across 45k+ businesses per month.
- Pioneered a method of scaled campaign creation, clearing a backlog of 70k+ campaigns for local businesses across the US.
- Asked to join the acquisition of SearchForce by Publicis/Epsilon.



## **Digital Marketing Manager**

### **Berkshire Hathaway Automotive**

Jun 2014 - Dec 2016 (2 years 7 months)

- Modernized the digital marketing program for 82 dealerships by instituting full conversion tracking to increase marketing budget efficiency.
- Grew the internal digital advertising book of business from \$11 million per year to \$18 million per year over a 3 year period.
- Hire and trained 5 digital marketing specialists to support digital advertising efforts.
- Managed all paid media operations to support \$10+ billion in annual revenue.



## **Local Business Marketing**

### **Local Business Marketing**

Jun 2011 - Sep 2016 (5 years 4 months)

Freelance digital marketing consultant for various local businesses.

Focused on delivering:

- Digital Advertising
- Search Engine Advertising
- Website optimization
- Conversion rate optimization
- Social media management



## **Marine**

### **Marine Corps Recruiting**

May 2004 - May 2014 (10 years 1 month)

- Awarded 2 Navy Achievement Medals; First in 2009 for building a battlefield analysis tool based on historical civil affairs projects overlaid with conflict incidents involving friendly units; Second in 2013 for assuming the Officer in Charge role as a Staff Non-Commissioned Officer for the current unit over a 3 month period.
- Managed all preparatory training of 15-20 intelligence community applicants per class.
- Primary instructor for all intelligence applicants on Marine Corps Base Camp Lejeune, NC.
- Conducted 80+ intelligence and security interviews, ensuring safety of information and of 150+ personnel.
- Coordinated all training for more than 200+ human intelligence professionals, including 37 training events, 23 professional military education classes, and multiple intelligence schools, greatly increasing operational readiness.
- Analyzed current policy and advised senior management on development and implementation for successful training of 200+ human intelligence personnel.
- Planned and initiated a \$15,000+ project to add 5 classified secure internet routers in office spaces, resulting in a more efficient workflow and a higher level of accessibility for senior management.
- Assisted in managing over 5 million dollars in project funds, assuming all project responsibilities during primary project manager's month long absence.
- Assisted planning and tracking of 139 projects worth 1.2 million dollars and oversaw the continuing execution of 427 projects worth over 4 million dollars, including funds and milestone management.

## **Education**



### **DeVry University**

Bachelor of Science (B.S.), Computer Information Systems

2014 - 2020



### **American Military University**

Associate's degree

2011 - 2013



**Arizona State University**

## **Licenses & Certifications**



**Google Adwords Certified - Google**

Issued Jun 2014 - Expired Jun 2017



**Professional Certificate: Full Stack Development with MERN(expected completion May 2022) - MIT xPRO**

## **Skills**

Digital Marketing • Digital Strategy • Google Adwords • Microsoft Search Marketing • Online Lead Generation • Online Advertising • Public Speaking • Leadership • Team Building