

MICHAEL PARISI

STRATEGIC STORYTELLER

PROFILE

I am a generator with over ten years of marketing success. My experience allows me to both lead and be a team player. Please visit my website for a summary of recent wins.

INDUSTRIES

Cannabis, CBD, hemp, SaaS, entertainment, fashion, music, tech, lifestyle, health

SOFTWARE & SYSTEMS

Adobe CS, SEMrush, Moz, Trello, Slack, Teamwork, Asana, Basecamp, Klaviyo, Mailchimp, inEntertainment, Hootsuite, Later, Sprout, Shopify, Agile, WooCommerce, WordPress, JIRA, Mac & Windows

EDUCATION

Kent State University '11

CONTACT

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EXPERIENCE

MARKETING MANAGER

IndicaOnline | Mar 2020 - Present

Head marketing role at IndicaOnline, a cannabis POS and delivery software (SaaS). Implement all marketing strategies across multiple digital and print channels (increased sign-ups by 14% in 3 months). Compose advanced guidebooks and e-books (generated over 500 qualified leads). Edit and publish all blogs (Yoast SEO Wordpress). Execute social media, email marketing, and PR initiatives. Manage team of 4-8 freelancers.

MARKETING MANAGER

Confidential | Dec 2019 - Feb 2020

Conceptualized, planned, and executed all digital and retail marketing initiatives for a storefront and e-commerce cannabis brand with over 12,000 SKUs. Ran multiple campaigns including a brand partnership with STIIIZY which saw 5,000+ followers in one day.

SOCIAL MEDIA MANAGER & PHOTOGRAPHER

iKrusher | June 2019 - Nov 2019

Managed four social media accounts, created content, managed the community, and implemented social strategy for the world's top vape manufacturer. Increased website traffic and generated leads via social media.

SOCIAL MEDIA DIRECTOR & REPUTATION DIRECTOR

EMRG Marketing Agency | Nov 2018 - June 2019

Dual role overseeing two divisions and 12+ clients. Ran multiple social campaigns, reputation management strategies, and customer service initiatives in a variety of industries.

DIRECTOR, DIGITAL ADVERTISING

NSHC Loan Center | March 2017 - Nov 2018

Oversaw all digital advertising for loan center including PPC, Google Ads, and Facebook Ads.

TALENT AGENT & SOCIAL MANAGER

NTA Talent Agency | Oct 2015 - March 2017

Represented a roster of 120 influencers and ran digital ads.

TALENT AGENT & SOCIAL MANAGER

CESD Talent Agency | March 2012 - May 2015

Promoted from assistant to agent in 7 months--- the fastest in company's 60+ year history. Implemented social strategy.

SKILLS

Copywriting
SEO and Google Analytics
Social Media
E-Commerce
Email Marketing

Brand Management
Project Management
Graphic Design
Photography
Ad Spend & Budget