

Michael Musgrove

Marketing strategist, digital marketer, writer, web developer, designer, and much more.

📍 Louisville, KY USA
📞 (502) 264-2353
✉️ m@wdp.io
🌐 [linkedin.com/in/wdpop](https://www.linkedin.com/in/wdpop)
🌐 mmusgrove.com

Education

MBA

[University of Alabama](#)

Marketing Strategy Concentration, Supply Chain & Logistics minor

- Lewis W. Manderson Award
- Summa Cum Laude
- Global Society of MBAs
- Letter of Recognition in the Cultural Arts

BA

[The University of South Carolina](#)

English major, Business Administration minor

- Kappa Alpha Order
- Varsity men's lacrosse
- Beaux Arts

Professional Experience

Digital Marketing Specialist

2012 - Present

[web design POP, Ltd. Co.](#)

- Write SEO-optimized blog posts.
- Write website copy.
- Write social media status updates.
- Write email campaigns.
- Optimize, customize and manage.
- Interface and communicate consistently with clients.
- Ensure marketing message clarity via creative engaging strategy.
- Design and build productive, effective, responsive websites.
- Data collection and data analysis with insightful interpretation.
- Analytics.
- Front-end Development.
- WordPress.
- Website Management, Hosting & Maintenance.
- Marketing management and Brand Management.
- Create implementable Marketing plans, including Social Media and Content Strategy.
- Sales funnel optimization.
- Build, develop and lead multicultural, global, cross-functional teams.

Marketing Management Professor

2011 - 2016

[University of Indiana Southeast](#)

Part-time Adjunct marketing management professor for ~35 students. 300 level courses I developed for the business school and taught at the Dean's pleasure.

Principal/Founder

2005 - 2008

MBMusgrove, Inc. dba Jersey Mike's Subs

Holding company for 2 unit restaurant franchise in Hilton Head Island, SC area. Built from ground up, managed and profitably sold.

Managing Editor

2000 - 2005

[PR Newswire / United Business Media](#)

Managed Atlanta editorial bureau for global financial newswire. Supervised 8 member editorial team, developed editorial budget, reviewed and edited 10,000+ financial news releases for targeted global release per year with fastest turnaround and lowest error rate across 13 US bureaus. Assisted member clients with marketing and distribution decisions.

Sr. Claims Representative

1996 - 2001

Royal/Sun Alliance

Handled bodily injury, property damage and homeowner's claims across the southeast to settlement. Negotiated with plaintiff's attorneys and claimants for successful settlements regularly. Managed large reserves in accordance with SC reinsurance regulations.

Summary

Data-driven, creative marketer bringing over 7 years of experience in establishing operational optimization across diverse industries in both national and international operations. Recognized for talents in strategy development and providing corporate vision. Converts strategic plans into tactical reality through guiding companies in decreasing costs and increasing revenue. Creates implementable options for clients to achieve and surpass stakeholder goals.

- **Diversified background in marketing strategy;** distinguished for an entrepreneurial mindset, creative problem solving, impeccable writing skills, cross-functional team-building and a bottom-line orientation.
- **Expert in transforming strategic plans into tactical initiatives;** Consulting work with a broad range of industry executives.
- **Mentor and teacher combining business acumen with analytical depth and qualitative insights** to align operational efficiencies with corporate goals.

Publications

Harvard Business Review, July 2011. My thoughts on the "sudden" interest and investment in Africa. Harvard Business Review: Volume 89, Number 7/8, July-August 2011

Author, 'How to Build Twitter Bootstrap Themes Quickly & Easily' (technical book on using the Bootstrap development framework) Jan. 2013. publication description ISBN-10: 1482367262 ISBN-13: 978-1482367263

CORE COMPETENCIES

- Strategic Transformations Lead
- National / Global Remote Teamwork
- Marketing Management
- Project Management
- New Business Development
- Transition / Change Management
- Continuous Iterative Improvement
- Strategic Partnership Relations

- Business Process Reengineering
- Supply Chain Management
- Curriculum development and implementation
- WordPress Expert
- Content creation, writing & editing for search engines and academia