



Michael Musgrove

📍 Louisville, United States 📞 (502) 264-2353

🚀 Profile

- Focused self-starter with more than 25 years of experience in business development, marketing, and leadership roles.
- Strategic, results-driven leader with proven ability to build organizations, spearhead change, and conceptualize and execute innovative and sustainable initiatives.
- Compassionate manager committed to encouraging a positive working environment filled with teamwork and a shared vision to produce and achieve goals.
- Analytical and organized with an ability to assess data, situations, and messaging and formulate and administrate successful programming and strategy.
- Creative solutions throughout my professional career fueled by an intense passion to succeed.

👛 Employment history

Owner at web design POP, Ltd. Co.

January 2011 – Present 📍 Louisville

- Assemble and lead cross-functional teams.
- Write SEO-optimized blog posts for a wide range of industry.
- Write clear, persuasive website copy.
- Write social media status updates.
- Create email campaigns.
- Optimize, customize and manage web properties.
- Interface and communicate consistently with stakeholders.
- Ensure marketing message clarity via creative, engaging strategy.
- Design and build productive, effective, responsive websites.
- Data collection and data analysis with insightful interpretation.
- Analytics.
- Create, manage & optimize Google and Facebook ads.
- 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.

Marketing Management Professor at University of Indiana

August 2011 – May 2016 📍 New Albany

Occasionally taught Marketing Management courses (M300, M301) as an adjunct which I developed to class sizes of ~35 University students on a semester-long basis using both online and classroom approaches. My students largely consist of local professionals (from Humana, Yum! Brands, Brown-Forman, UPS, Papa-Johns, GE, Ford, local marketing agencies, etc...) that are going back to school for professional and

🏠 Details

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PLACE OF BIRTH

Atlanta, GA

NATIONALITY

American

🔗 Links

web design POP

<https://webdesignpop.com>

Marketing Desk

<https://marketingdesk.io>

LinkedIn

<http://linkedin.com/in/wdpo..>

🔧 Skills

Marketing Strategy

SEO

WordPress

Content Marketing

Written & Oral
Communication

Analytics Software

Data Analysis

Adobe Creative Suite

Business Development

Inbound Marketing

SEO

personal goals and those that want to learn cutting-edge marketing skills and growth strategies for the future.

Owner Operator at MBMusgrove, Inc. dba Jersey Mike's Subs

March 2005 – August 2008 📍 Hilton Head Island, SC

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

Managing Editor at PR Newswire

January 2000 – January 2005 📍 Atlanta, GA

Managed 8 member editorial team, processed 10,000+ financial press releases per year, fast-paced, tight deadlines, high accuracy and low turnaround times.

Education

MBA, University of Alabama

August 2008 – May 2010 📍 Tuscaloosa

Concentration in Marketing Strategy; Minor in Logistics. Honors. Lewis W. Manderson Award. Global Society of MBAs. MBAA. Letter of Cultural Arts.

BA, University of South Carolina

August 1990 – August 1993 📍 Columbia

Major: English. Minor: Business Administration. Honors. Beaux Arts. Kappa Alpha Order.

High School, Woodberry Forest School

August 1985 – June 1989 📍 Woodberry Forest

References

References available upon request

Inbound Marketing

December 2017 – February 2020 📍 HubSpot

Content Marketing

December 2017 – February 2020 📍 HubSpot

Marketing Software

January 2018 – March 2020 📍 Hubspot