


Michael Musgrove

Beaufort, SC

 m@wdp.io

 (843) 409-1993

 [linkedin.com/in/wdpop](https://www.linkedin.com/in/wdpop)

 <http://mmusgrove.com>

Summary

I enjoy marketing for a company that has strong values, a clear vision and a solid foundation. I provide broad and deep marketing skills, experience and education that increases revenue and decreases costs. I love to write and communicate persuasively. I specialize in both digital and traditional marketing. I've worked with custom industrial engineering firms, software engineering firms and B2B and B2C. I'm always looking for opportunities.

I see far down the road while managing multiple projects today. I'm a marketer with the ability to net things out, assemble and lead teams to achieve complex goals, build, develop and sell products and services at high margins, increase revenue and decrease costs across the board.

* Experienced Marketing Director, Marketing Management professor, small business owner, web developer, web designer, and marketing expert who solves complex problems, increases revenue and decreases costs through creative and/or data-driven solutions. Analytics, metrics, social media advertising and more.

* Digital marketing, advertising, trade pubs, trade shows, large marketing budgets, P&L management, personnel management, and more. There's not much in business and marketing I haven't done.

* Persuasive writing, editing, proofreading, and communication-centric. I have an English degree and have done extensive editing and copywriting, including marketing copy.

* I have experience and an eye for successful marketing design.

* Focused self-starter with experience in business development, marketing, and leadership roles.

* Strategic, results-driven leader with proven ability to build organizations, spearheading 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.

Experience

Marketing Manager

Amazon

Mar 2020 - Present (1 year 1 month +)

* I drive growth by researching, identifying, executing, and analyzing tests that increase campaign and landing page conversion.

* I collaborate with many functional teams in AWS: web, product marketing, business intelligence, customer research to uncover customer insights, derive content, create and manage tests, and quantify business impact.

* Passionate about learning and testing, exercise strong judgment, attention to detail, problem-solving, and communications skills. Customer obsession, creativity, and comfort with ambiguity.

• Balance strategic thinking with tactical, detailed execution while working independently.

* Use qualitative and quantitative data to garner insights.

- Setup and perform A/B tests in Adobe Experience Manager to optimize the customer experience.
- Design landing pages based on test and UX study results.
- Analyze and report on performance metrics and make recommendations for further testing.
- Document and publish test results for regular program reporting.
- Perform responsibilities with the highest standards in a rapidly evolving business.



Marketing Director

Stansteel - Hotmix Parts & Service

Apr 2018 - Mar 2020 (2 years)

- * Executed personally-drafted marketing plans to increase branding exposure, customer traffic, and sales.
- * Strategized approaches to meet objectives and capitalize on emerging opportunities.
- * Directed ongoing market research for use with future marketing plans.
- * Researched market competitors to identify potential new products and service opportunities.
- * Evaluated and enhanced content of online pages, blog posts and social media platforms.
- * Recommended product changes to enhance customer interest and maximize sales.
- * Updated web pages and social media profiles with engaging and current content.
- * Forecasted sales numbers and product profitability to determine ideal strategies.
- * Managed social media campaigns and accounts for diverse range of clientele.
- * Worked with product development team members to optimize product specifications.
- * Analyzed competitive environment and consumer trends to stay on top of changing market environments.
- * Developed and implemented strategic marketing campaigns, including site promotions and engaging digital content.
- * Planned and produced highly effective experiential marketing events.
- * Put together leading-edge digital marketing, social media and SEO strategies.
- * Stayed on top of the latest updates to company products and trends in customer buying preferences.
- * Devised innovative strategies to drive customer engagement.
- * Drafted and proofread marketing, advertising and website copy.
- * Developed and implemented digital marketing plans incorporating SEO, social media platforms and video campaigns.
- * Oversaw and mentored business development personnel to optimize performance.
- * Created and implemented traditional marketing campaigns.
- * Developed and deepened professional relationships with vendors, negotiated contracts and monitored performance.
- * Planned and executed strategic marketing campaigns, encompassing powerful visuals for on-site promotions and rich digital content for online advertising assets.



Digital Marketing Consultant

web design POP, Ltd. Co

Dec 2011 - Apr 2018 (6 years 5 months)

- * Lead digital strategic plans develop and execute campaigns, ensure campaigns are integrated into marketing communication plans across digital and traditional marketing channels
- * Create compelling audience digital experiences (tools and capabilities) to drive marketing objectives.
- * Ensure all digital marketing is on-brand, consistent in voice and tonality

- * Devise digital engagement strategies for prospective patients within different stages of the conversion funnel to support patient acquisition growth targets.
- * Deploy digital patient acquisition toolkits and consult on acquisition approaches.
- * Develop and frame robust digital marketing initiatives that include test and learn opportunities where needed.
- * Create and manage the planning cycle, deliverables, and annual digital marketing calendars.
- * Deliver measurement strategies and overseeing to ensure execution; manage effective reporting and related communications to the businesses.
- * Manage external resources and vendors; collaborate cross-functionally across Clients and Consumer Groups.

Utilize excellent planning skills and the ability to anticipate problems and develop a plan of action to prevent delays in projects and/or the department's workflow.

- * KPI Optimization using A/B and multivariate testing & regression analysis with insightful interpretation.
- * Assemble and lead cross-functional teams.
- * Produce social media status updates on calendars I set.
- * KPI Optimization using A/B and multivariate testing & regression analysis and provide insightful interpretation.
- * Write SEO-optimized blog posts for a wide range of industries.
- * Write clear, persuasive website copy.
- * Write social media status updates.
- * Create and implement email campaigns.
- * Interface and communicate consistently with stakeholders.
- * Data collection and data analysis with insightful interpretation.
- * Create, manage & optimize Google and Facebook ads.
- * Create implementable Marketing plans, including Content Strategy.



Marketing Professor

Indiana University Southeast

Jul 2011 - May 2016 (4 years 11 months)

- * Adjunct Marketing professor (upper-level 300, 301 courses)
- * Developed curriculum to explore cutting-edge marketing strategies and opportunities.
- * Managed around 35 students per semester using online and traditional teaching methods.
- * Taught marketing communications and integrated marketing.
- * Marketing channel expertise.



Business Owner

M.B. Musgrove, Inc. d/b/a Jersey Mike's Subs

Mar 2005 - Aug 2008 (3 years 6 months)

Holding company for 2 unit restaurant franchise in Hilton Head Island, SC area. Built from the ground up, managed, and profitably sold. Managed all marketing communications and sales. Managed team of 13 employees and P&L.



Editor

PR Newswire

Jan 2000 - Jan 2005 (5 years 1 month)

Copy and Financials Editor: Global financial newswire. Sold dissemination points. Marketing communications.

Education



The University of Alabama

Master of Business Administration - MBA, Marketing Strategy

2008 - 2010

Lewis Manderson Mentorship Award recipient

Graduated with Honors



University of South Carolina

Bachelor of Arts - BA, English Language and Literature/Letters



Woodberry Forest School

High School, High School/Secondary Diplomas and Certificates

All-Boys college-preparatory boarding school in Virginia.



University of South Carolina

Bachelor's degree, English Language and Literature, General

Licenses & Certifications



Inbound Marketing - HubSpot Academy

Issued Dec 2017 - Expires Feb 2020



Marketing Software (pending) - HubSpot Academy



Content Marketing - HubSpot Academy

Issued Dec 2017 - Expires Feb 2020

Skills

Marketing Strategy • Digital Marketing • Analytics • SEO • Social Media • Web Design • Business Strategy • Integrated Marketing • Marketing Plans • Data Analysis

Honors & Awards



Lewis W. Manderson Award - Manderson School of Business

May 2010

Faculty and student voted award for outstanding mentorship to other students.