

Michael B. Musgrove

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## Summary

Energetic marketer, creator, researcher, lead-generator, manager of marketing channels, products, people & a good guy. I love to work on many projects at once & I'm both a qualitative & quantitative problem solver. I have a holistic business perspective & know how my work impacts the bottom line.

## Skills

- ✓ Customer Relationship Management (CRM)
- ✓ Partnership Marketing
- ✓ Brand-building strategies
- ✓ Marketing Collateral
- ✓ Event planning and execution
- ✓ Product Launches
- ✓ Demand Generation Marketing
- ✓ Competitive and Trend Analysis
- ✓ Internet and E-mail Marketing
- ✓ Marketing campaign management
- ✓ Pipeline management
- ✓ Strategic decision making

- ✓ Market tracking
- ✓ Team building
- ✓ Business Planning
- ✓ Stakeholder relations
- ✓ Sales understanding
- ✓ Project management
- ✓ Product marketing
- ✓ Channel strategy
- ✓ Digital advertising
- ✓ Superb writer and editor
- ✓ Advanced data analysis
- ✓ Skilled negotiator
- ✓ SEO knowledge
- ✓ Direct marketing campaigns
- ✓ Brand recognition optimization
- ✓ Knowledge of market trends
- ✓ Exceptional problem solver

## Experience

February 2020 - Current  
Amazon.com - Louisville KY  
Marketing Manager

- ✓ I generate demand by researching, identifying, executing, and analyzing tests that increase campaign and landing page conversion, with the A9 algorithm in mind.
- ✓ 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.

December 2019 to February, 2020

Level 12 Technologies - Louisville, KY

Director of Marketing & Business Development

- ✓ Generated new SaaS business by developing special projects for existing and prospective customers.
- ✓ Secured branded product sales, driving national marketing strategies to maximize outreach.

- ✓ Identified, implemented and enhanced marketing strategies by accounting for factors such as organizational objectives, market trends, and costs.
- ✓ Balanced organizational objectives against customer satisfaction and profit demand to create optimal pricing strategies.

April 2018 to November 2019

Stansteel - Louisville, KY

Marketing Director

- ✓ Executed updated 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.

- ✓ Conducted research and development on existing and emerging products to highlight benefits and attract retention.
- ✓ Designed visionary sales-driven programs and promotions to expand existing advertising methods.
- ✓ Applied market knowledge and customer insight analysis to drive sales through targeted promotions.
- ✓ Leveraged industry trends and competitive analyses to improve marketing campaign performance.
- ✓ Created and implemented in-house, revenue-generating marketing to streamline and enhance market strategies and support merchandising and advertising objectives.
- ✓ Expanded new businesses by developing effective sales, advertising, and marketing campaigns.

July 2011 to May 2016

Indiana University - New Albany, IN

Marketing Professor

- ✓ Instructed Marketing Management courses to undergraduate and graduate students.
- ✓ Conducted Marketing classes for 35 undergraduates per semester.
- ✓ Integrated multimedia technology in classroom instruction for a well-rounded and engaging approach to instruction.
- ✓ Designed exams, lecture material, and writing assignments.

March 2005 to August 2008

Jersey Mike's Subs - Hilton Head Island (M.B. Musgrove, Inc.)

Franchise Owner

- ✓ Holding company for 2 unit restaurant franchise in Hilton Head Island, SC area.
- ✓ Built from ground up, managed and profitably sold.
- ✓ Responsible for all
- ✓ P&L, marketing, labor management, inventory management, public
- ✓ relations, and much, much much more.

January 2000 to January 2005

PR Newswire - Atlanta & London

Managing Editor

- ✓ Atlanta Managed 8 person editorial bureau for financial newswire.
- ✓ Fastest turnaround and lowest error rate in company.
- ✓ Critical deadline environment.
- ✓ Managed thousands of clients, including regional Fortune 500 firms.

Education and Training

The University of Alabama Tuscaloosa, AL

MBA - Marketing Strategy concentration & Supply Chain minor

Magna Cum Laude

Lewis W. Manderson Award recipient

MBAA

Global Society of MBAs

University of South Carolina Columbia, SC

BA - English

Business Administration minor

Kappa Alpha Order

Varsity Lacrosse

Beaux Arts

Worked 20+ hours a week at law firm