

Michael Musgrove

Marketer-Writer. All business from a marketing pro's perspective with a degree in English.

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EXPERIENCE

Amazon, Louisville, KY — Marketing Manager

March 2020 - Sept. 2021

Consistently in the top 5% of producers in the company. Monitored, researched, reported on KPIs to increase sellers' throughput. Featured on the local news to represent Amazon.

Stansteel, Louisville, KY — Marketing Director

April 2018 - March 2020

Choreographed all marketing efforts for 7 company, 3-division industrial engineering firm. Was hired to build a marketing department from the ground up, which I did. \$90MM firm/360 employees.

Marketing Dog, Louisville, KY — Marketing Consultant

December 2011 - April 2018

Freelancer fixing people's business problems. Created multiple marketing solutions for over 100 different clients. From Llamas to Saas.

Wrote blog posts, managed multiple online properties across a spectrum of industries. Marketing communications is my strong suit. I can personally execute and implement the plans I develop, leveraging bleeding-edge technology.

EDUCATION

The University of Alabama, Tuscaloosa, AL — MBA

Marketing Strategy concentration, Supply Chain minor. Graduated with honors. Recipient of Culverhouse Award. Worked in Graduate Business School while in school.

The University of South Carolina, Columbia, SC — BA

English major, Business minor. Kappa Alpha, Beaux-Arts, Varsity Lacrosse, Worked part-time at a law firm in school.

SAMPLE PROJECTS

SKILLS

Netting out the irrelevant.

Listening & persuasive writing.

Storytelling. (Especially with data.)

WordPress, Adobe Suite, the usual. Platform-agnostic. SEMRush, Google Analytics.

AWARDS

Lewis W. Culverhouse Award
Award voted on by both faculty and students

LANGUAGES

English and intermediate Spanish and French. 2 years of Latin.

Southern Company (NYSE: SO) — *Delivered guidance on the future of energy in 5, 10, 50, and 100 years.*

City of Vestavia Hills, Alabama — *Created a workable marketing plan for Merchant's Assn. to leverage their assets.*