
CAREER OBJECTIVE: Seeking a marketing management role in a dynamic, growth-oriented environment that fosters creativity, collaboration, and professional development. The ideal position will effectively leverage my strong creative, interpersonal and analytical skills while allowing me to contribute to the organization's overall success.

FOCUS AREAS:

- ♦ Brand Consulting/Identity
- ♦ Campaign Execution/Management
- ♦ Strategic Planning
- ♦ Website Implementation
- ♦ Inventory Management
- ♦ Digital Advertising
- ♦ Dynamic Email Marketing
- ♦ Creative Copywriting
- ♦ CRM

PROFESSIONAL EXPERIENCE

LeadVenture, Lake Oswego, OR (remote) Apr. 2019 – Present
Preeminent digital solutions provider with a proven track record in digital retailing, eCommerce, PG&A, and digital marketing.

Sr. Regional Marketing Dir., Enterprise Accounts May 2024 – Present

- Work directly with owner principals, GM/GSMs and Marketing Directors from industry leading dealer groups on strategic marketing planning and execution
- Lead a team of other Enterprise level ADs/ACs across multiple regions to ensure we deliver the highest level of service to our clients while navigating tumultuous market conditions
- Manage the execution of multi-channel, dynamic marketing campaigns and track KPIs to actual, realized dealership sales and ROI.
- Champion the implementation of new tools and technologies, drive continuous improvements, resolve issues, and develop strategic planning/reporting to strengthen market position for the organization and clients.

Regional Marketing Director Apr. 2019 – April 2024

- Awarded 'Rookie of the Year' for exceptional contributions; an honor only awarded to a single individual across 400+ employees
- Served as the central point of contact for clients as the bridge between DigiMS, Design, Launch, SEO, feeds and data teams. Built strong relationships and collaborations with external industry partners and agencies.
- Maintained highest client retention among peers at 95%+ with my book of business. Only teammate to hit 112%+ goal revenue in 2023
- Led the team in personally upselling over \$750k in incremental specialized showbox revenue in 2023

Notable Contribution: Key leader across verticals for the organization's largest client groups. Managed \$4.7M in revenue (2023; 2024). Drove market share growth and location expansions through outside-of-the-box and leading-edge strategic marketing / digital efforts amid industry volatility.

The Brand Kickstarter, Henderson, NV Nov 2017 – Present

Marketing consulting agency helping established businesses build their brand identity and strengthen their online presence, while providing tools to maintain and execute digital strategies.

Founder

- Started a marketing agency consulting with local businesses from a variety of different industries
- Built a network of successful client partnerships through networking and referrals
- Provided clients with on-brand tools and online platforms to showcase their X-factor to prospective customers
- Successfully managed contractors to execute specific marketing build-outs and objectives
- Led creative design and copywriting for digital and print assets used in digital marketing and collateral

Notable Contribution: Partnered with clients to execute marketing strategy, generating \$25k+ in revenue in one year.

Michael J. Walker

Johnnie Walker RV, Las Vegas, NV

May 2011 – Mar 2019

Nevada's largest family-owned Recreational Vehicle (RV) dealer and service center that began operations in 1963; it currently operates out of three locations in Las Vegas

Marketing Director

- Oversaw all marketing budgets and campaigns totaling \$500k/yr including TV, print, radio, PR and digital
- Created tailored marketing plan to feature dealership on several reality TV productions including Animal Planet's "Tanked," A&E's "Barter Kings," and GAC's "Going RV," to gain national industry and media attention
- Managed the development and launch of new website and online lead generation platform to drive revenue
- Developed and implemented new Customer Relationship Management (CRM) system for in-store and internet prospects allowing for improved reporting, data collection, and an increased sales closing ratio

Notable Contribution: Led marketing efforts to grow Johnnie Walker RV's web presence and online reputation opening new opportunities for future business; was able to increase online leads by 100% over three years

InnoVision Marketing Group, San Diego, CA

Nov. 2016 – Sept. 2017

Innovative marketing and branding agency serving a variety of clients in the Southern California market

Account Executive

- Led team on key agency account representing one of San Diego's premier shopping mall retail spaces
- Led weekly client meetings to discuss and coordinate marketing campaigns, events and promotions
- Worked with media partners and vendors daily to coordinate events and co-op promotional campaigns
- Created and executed focused TV, radio and digital campaigns to promote client events and branding
- Coordinated with creative, copywriting and media teams to achieve client objectives on target and on time

Notable Contribution: Led the coordination and execution of 25+ successful mall events providing consumers a unique and memorable experience driving new and loyal repeat advocates in a space challenged with online retail

CIM Marketing Partners, Las Vegas, NV

Nov. 2014 – Nov. 2016

Full-service marketing consulting firm that has been operating in Las Vegas, NV since 1996, serving a variety of business clients and industries

Account Manager

May 2015 – Nov. 2016

Account Specialist

Nov. 2014 – May 2015

- Collaborated with top clients to develop and implement comprehensive marketing strategies
- Led the development/publication of a 56-page magazine for a top tier professional services client
- Created the framework for a new digital product offering for the agency, and all related collateral
- Led media list creation and established a system for managing press release distribution and tracking
- Developed and headed up social media marketing/digital ad/email marketing campaigns

Notable Contribution: Key team member on agency's largest client where extensive marketing operations expanded client's net revenue by more than \$7 million over two years

EDUCATION

BA in Business Administration, Management Minor

University of San Diego, San Diego, CA - May 2011

Alpha Kappa Psi, Professional Business Fraternity Alumni

CERTIFICATIONS/PROFICIENCIES

Google Analytics, Google Ads, Salesforce, Accuterm IDS, Adobe Photoshop, Microsoft Office Suite, Asana, Basecamp, Taskaroo and Trello Project Management Windows and Macintosh Operating Systems, Android and iOS Website SEO/SEM training and implementation

INTERESTS

Digital technology, creative digital design

Outdoor Recreation: Camping, dirt-bikes, snowboarding, wakeboarding, hiking, fitness

Leadership: Helping others achieve personal goals; mobilizing peers to achieve team goals

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