

Michael J. Marino

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EDUCATION

New York University

B.S. in Business Management

Minors: Marketing, Public Relations & New Media

New York, NY

Graduated May 2010

OBJECTIVE

Versatile marketing & advertising executive with strong client-facing abilities, communications skills, industry expertise & managerial experience. With a 24/7/365 work ethic, seeking a role I can make a significant impact within the company.

WORK EXPERIENCE

M Partners Co. / Magnum Integrated Marketing

Account Manager / Global Brand Supervisor

New York, NY

Sep '15 - Dec '18

- Managed Fortune 500, hospitality, tourism, retail, fashion, tech, b2b & lifestyle clients' marketing & media plans
- Oversaw creative strategies, deadlines & quality control for all platforms including: TV, radio, digital, social media, direct mail, print, outdoor, broadcast, interactive, mobile, e-mail, web & more
- Grew a client's revenue over 500% thru creation of a rebranded, multi-platform marketing campaign
- Led a client's first giveaway promotion resulting in their largest retail sales day in history
- Provided brand management & strategy, creative direction & account services for agency's largest clients
- Won nationally recognized awards, including the Philly ADDY awards, AAF Miami awards, AAF Silver & more

Game On Sports Marketing

Director of Marketing

Palm Beach, FL

Aug '12 - Sep '15

- Grew the agency from a singular event to one of the largest event series in the Southeast region
- Grew athlete participation over 400% thru deployment of targeted, integrated marketing campaigns
- Designed, wrote & managed agency social media & websites, growing audiences over 3,700%
- Provided sponsors industry-leading brand awareness, most effectively thru consumer engagement
- Secured corporate sponsorships, maintained relationships & increased agency revenue over 500% YoY
- Heavy interaction as head of marketing; reported daily to clients, sponsors, vendors, media, ad ops & customers
- Wrote press kits, newsletters, pitches, announcements, soundbites & other materials securing media coverage

Learfield Marketing

Marketing Coordinator

Ft. Lauderdale, FL

Jul '11 - Aug '12

- Managed all internal & external marketing, advertising & media outlets for Florida Atlantic University
- Controlled all marketing assets & content including websites, social media, digital, video, on-site, interactive, etc.
- Grew athletics attendance over 300% thru creation of a hospitality village & social media promotional area
- Oversaw fan engagement, celebrity PR & client hospitality events; promoted all via integrated marketing
- Analyzed comprehensive University data across multiple departments with the goal of increasing ROI & KPIs

M Partners Co. / Media & Marketing Group

Account Executive

Miami, FL

Jan '11 - Jul '11

- Client-facing role managing daily workflow, including lead project manager on agency's largest clients
- Managed campaign timelines & ensured accurate delivery from creative, production, interactive, vendors, etc.

Octagon North America

Account Coordinator

New York, NY

May '10 - Jan '11

- Secured targeted partnerships & branding events to increase awareness & drive sales for a major product launch

INTERNSHIPS

- **Yankees Entertainment & Sports Network** - Public Relations - New York, NY Jan '10 - June '10
- **Madison Square Garden** - Marketing - New York, NY May '09 - Sep '09
- **NBC Universal** - Marketing & Media - New York, NY Jan '09 - May '09

INTERNSHIPS (continued)

- **Northwestern Mutual Financial Network** - Marketing & Sales - New York, NY Oct '08 - Jan '09
- **SportsNet NY** - Advertising - New York, NY Jul '08 - Dec '08
- **Talkpoint Communications** - Marketing & Sales - New York, NY Sep '06 - Nov '07
- **STARS Productions** - Marketing & Social Media - Sparta, NJ Mar '05 - Sep '06

OTHER SKILLS/EXPERIENCE:

- PC & Mac proficient
- Advanced MS Office suite (Word, Excel, Powerpoint, Outlook)
- Advanced Apple suite (Pages, Numbers, Keynote)
- Advanced writing/copywriting & content development experience
- Adobe creative suite (Photoshop, InDesign, Illustrator, Premiere Pro, Bridge, Acrobat, Analytics)
- Advertising certifications (SEO, SEM, PPC, Paid Search, Organic, Display, Video, Interactive, Mobile, etc.)
- CRM management & sales collaboration (Salesforce, Microsoft Dynamics, Zoho, Intercom, etc.)
- Email, mobile & web design, content creation, execution & analytics/tracking experience
- Financial budgeting, forecasting, accounting, targeting, competitive, industry & market analysis reporting
- Google Analytics (Adwords, AdSense, DoubleClick, Insights, Trends, G-Suite)
- Media planning/buying (traditional, non-traditional, digital & social)
- Media research & analytics (Nielsen data, Spectra, Azure, etc.; both traditional & non-traditional platforms)
- Personnel management software & apps (Asana, Todoist, DropTask, Pipeliner, Telegram, Microsoft Teams)
- Project management software & apps (Slack, Trello, BaseCamp, IBM Watson Workspace, & other SaaS)
- SMA (Paid & Organic Social, Hootsuite, Buffer, Klout, & knowledge of all emerging platforms)
- Studio production (video, radio & digital) & professional photo/video-shoot experience
- Typing speed of 122 WPM (99.8% percentile)
- Website design & management (U/I, U/X, Wordpress, Wix, AWS, HTML, HTML5 & CSS)

LANGUAGES:

- English (fluent)
- Spanish (conversational)
- Italian (conversational)