

Michael J. Marino

13 Church Hill Rd. Branchville, NJ 07826 • 973-876-9567 • MMarino@nyu.edu • www.mmarino.me

EDUCATION

New York University

B.S. in Sports & Entertainment Business

Minors: Marketing, Public Relations & Business Development

New York, NY

Graduated May 2010

OBJECTIVE

Versatile marketing executive with strong industry expertise, communication skills, industry expertise & managerial experience. With a 24/7/365 work ethic, seeking a role in which I can contribute a significant impact within the company.

WORK EXPERIENCE

M Partners Co. / Magnum Integrated Marketing

Account Manager / Global Brand Supervisor

New York, NY

Jun '15 - Apr '19

- Managed Fortune 500, sports, hospitality, tourism, entertainment, CPG, lifestyle & retail clients' marketing 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
- Led a client's first digital & social giveaway promotion resulting in their largest retail sales day in history
- Provided brand management & strategy, creative direction & account services from idea thru execution/analytics
- Grew client's revenue over 500% thru creation of a rebranded, multi-platform marketing campaign
- Created, promoted & managed custom hospitality, product launch & brand awareness events for clients
- Won nationally recognized awards, including the Philly ADDY awards, AAF Miami awards, AAF Silver & more

Game On Sports Marketing

Marketing & PR Manager

Palm Beach, FL

Aug '12 - Jun '15

- Grew the agency from a singular event to one of the largest event series in the Southeast region
- Heavy interaction as head of marketing; reported daily to CEO, sponsors, vendors, media, suppliers, athletes, etc.
- Managed all corporate sponsorships & responsible for maintaining relationships & creative activation
- Increased athlete participation over 400% thru deployment of targeted, integrated marketing campaigns
- Designed, wrote & managed agency social media & websites, growing audiences over 3,700%
- Oversaw all on-site event operations & staff; ensuring event weekends were executed & promoted successfully
- Elected member of Delray Beach Sports Commission and advisor to Palm Beach County Sports Commission

Nelligan Sports Marketing

Marketing Coordinator

Boca Raton, FL

Jul '11 - Aug '12

- Managed all internal & external marketing, advertising & media outlets for Florida Atlantic University
- Secured the largest client sponsorship in FAU history & numerous corporate partners in major industry sectors
- Grew athletics attendance over 300% thru creation of a corporate hospitality village & social area promotions
- Oversaw ESPN's radio show, coaches' PR events, client hospitality events & sponsorship aspect media relations
- Controlled all marketing content including websites, social media, emails, video, in-stadium, on-site & more

M Partners Co. / The Media & Marketing Group

Account Executive

Miami, FL

Jan '11 - Jul '11

- Client-facing role managing daily workflow, including lead creative & project manager on agency's largest clients

Octagon North America

Account Coordinator

New York, NY

May '10 - Jan '11

- Secured targeted partnerships & events in oversight of 10+ AE's to increase brand awareness & drive sales

INTERNSHIPS

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

INTERNSHIPS (continued)

- **Northwestern Mutual Financial Network** - Sales & Marketing - New York, NY Oct '08 - Jan '09
- **SportsNet NY** - Sales & Advertising - New York, NY Jul '08 - Dec '08
- **Talkpoint Communications** - Sales & Marketing - 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)