



MICHAEL SCHELL

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TECHNICALLY ADVANCED
MARKETER WELL VERSED IN
WEB DEVELOPMENT,
MANUFACTURING & SALES.
COMMITTED TO IMPROVING
BUSINESS THROUGH CREATIVE
THINKING, PRECISE
COMMUNICATION &
UTILIZATION OF TECHNOLOGY.

TECHNOLOGY

CREATIVE

ADOBE PHOTOSHOP
ADOBE ILLUSTRATOR
ADOBE AFTER EFFECTS
ADOBE DREAMWEAVER

WEB

HTML5 | CSS3 | BOOTSTRAP
E-COMMERCE
WORDPRESS
ONLINE MARKETING

MARKETING | SEO

GOOGLE ADWORDS | PPC
SOCIAL MEDIA | FACEBOOK ADS
GOOGLE ANALYTICS
YOAST SEO

EDUCATION | TRAINING

BOWLING GREEN STATE UNIVERSITY
BOWLING GREEN, OHIO
BACHELOR OF SCIENCE IN TECHNOLOGY
VISUAL COMMUNICATIONS TECHNOLOGY | 2007

SALES CONCEPTS INC.
"THE RIGHT TRACK" | OCTOBER 2009
6 WEEK, 15 HOUR WORKSHOP SERIES COVERING
MANY SALES PROBLEMS INCLUDING PRICE
PRESSURE, STRUGGLES WITH VOICEMAIL &
GATEKEEPERS TO A LACK OF CONTROL OF THE
SALES PROCESS.

JOB HISTORY

DIGITAL MARKETING & BRAND MANAGER | THE KIRBY COMPANY
CLEVELAND, OH | AUGUST 2016 - PRESENT

- DEVELOP & MAINTAIN E-COMMERCE PLATFORMS TOTALING \$1.1 MILLION
- SUPERVISE TEAM COORDINATING SOCIAL & FIELD COMMUNICATIONS
- DEVELOP PPC CAMPAIGNS GENERATING \$12,000/MONTH AT 68% ROI
- MANAGE BRAND GUIDELINES ON CONSUMER & FIELD FACING ASSETS
- DETER COUNTERFEIT MANUFACTURING & ONLINE SALES
- OPTIMIZE KIRBY.COM FOR BEST SEARCH ENGINE OPTIMIZATION RESULTS
- MANAGE NEW PRODUCT DEVELOPMENT, MARKETING ASSETS & LAUNCH
- COORDINATE TRANSLATIONS, LAYOUT & PRODUCTION OF OWNER MANUALS

FREELANCE DESIGNER | MIKE SCHELL DESIGNS
CLEVELAND, OH | JUNE 2007 - PRESENT

PRODUCT MANAGER | SCOT LABORATORIES
CHAGRIN FALLS, OH | MARCH 2012 - AUGUST 2016

PRINTER OPERATOR | FASTSIGNS
CLEVELAND, OH | OCT 2011 - DEC 2011

PROJECT MANAGER | GLAVIN INDUSTRIES, INC
SOLOM, OH | SEPT 2009 - MAY 2011

GRAPHIC DESIGNER | FASTSIGNS
LYNDHURST, OH | JAN 2008 - SEPT 2009

GRAPHIC DESIGNER | DAYMARK SAFETY SYSTEMS
BOWLING GREEN, OH | JUNE 2007 - DEC 2007

EXPERIENCE

PRODUCT DEVELOPMENT FOR INTERNATIONAL MARKETS
CREATE SPEC SHEETS FOR A BILL OF MATERIALS
DESIGN MARKETING MATERIAL & PRODUCT CATALOGS
MANAGE CUSTOMER EXPECTATIONS & DELIVERY
DEVELOP WORDPRESS THEMES & WEBSITES
DESIGN POINT OF PURCHASE DISPLAYS
IMPLEMENT MEASURABLE MARKETING INITIATIVES

COMMUNITY INVOLVEMENT

MARKETING DIRECTOR | SWEET CHEEKS DIAPER BANK
CINCINNATI, OH | SEPTEMBER 2015 - PRESENT

PERINATAL EDUCATOR | CLEVELAND CLINIC
CLEVELAND, OH | JUNE 2015 - PRESENT