

Michael J. Brogin

5325 Whitsett Avenue, 3, Valley Village 91607
818-284-9785|michaelbrogin@gmail.com
www.linkedin.com/in/michaelbrogin

Education

San Diego State University	San Diego, CA
<i>Master of Business Administration, Specialization: Marketing (G.P.A: 3.5/4)</i>	2014
University of California, Los Angeles (UCLA)	Los Angeles, CA
<i>Bachelor of Arts Degree, History (20th Century European History)</i>	2010

Professional Experience

Signature Payments	Burbank, CA
<i>Marketing Specialist</i>	2020-Present

- Deliver quantifiable results by creating, implementing, and day-to-day management of large scale, multi-platform, multi-product traditional and digital marketing campaigns.
- Create and produce internal/external marketing materials, videos, interactive PDFs, company handbooks, newsletters, company meeting PowerPoint decks, etc.
- Manage Signature's online and social media strategy, including maintenance of social media profiles, various websites, intranet postings, announcements, services and company awards.
- Work with clients, partner companies, and third party product and solutions vendors.
- Conduct analytics and user behavior, as well as report on website and campaign data-clicks, visits, etc.
- Work on copy, and compile and manage contact lists that are used for various purposes, such as email campaigns, customer correspondence, industry and compliance updates, etc.
- Analyze competitive market strategies by examining trends, markets, and services.
- Partner and work with Support, Sales, Legal, and Technology departments on different marketing initiatives.

Galpin Motors Inc.	Van Nuys, CA
<i>Website Marketing Coordinator</i>	2017-2020

- Researched, designed, wireframed, wrote content and built custom landing pages for dealer and manufacturer programs, events, new vehicles, and other information for over 15 dealership websites.
- Managed 3rd party vendors implementation of new integrations into websites, building and updating of existing websites, updating of manufacturer sites, executing of website marketing campaigns and other additional website needs.
- Directly worked with multiple Dealership General Managers and Brand Managers on a weekly and monthly basis to plan, design, create, update and implement website marketing initiatives to their meet their individual dealership needs.
- Initiated website reviews and brand portal submissions on weekly basis to ensure websites and marketing actions were lawful and brand manufacturer compliant.
- Maintained and updated over 15 automotive websites for 10 brands, ensuring offers, programs, vehicle pricing, inventory, vehicle and dealership information and imagery was accurate and current.
- Collaborated with graphic designers and photographers to create custom assets for website.
- Ensured that all website marketing initiatives were created and implemented in accordance with sales events and other marketing campaigns.
- Coordinated with Retail Marketing Manager that traditional, digital and email marketing retargeting campaigns were supported by relevant website content, landing pages, and information.
- Conducted competitive and design analysis of local and regional dealerships websites.

UMS Banking
VP Marketing

Glendale, CA
2015-2017

- Executed traditional, email, and social media marketing campaigns to inform, retain customers, acquire new customers, and increase brand awareness and recognition.
- Conducted market research and surveys on all target segments and vertical markets through analysis of data; physical and email surveys; surveys in person at shows and events, etc.
- Ensured company brand is known and understood, correcting inaccurate branded communications.
- Strategized and executed marketing campaigns that align with company strategic plan, based on surveys and market research.
- Performed analysis of current and past marketing campaigns, documenting their status and KPIs.
- Generated copy and mailing list used in targeted marketing campaigns for various vertical markets.
- Produced and scheduled social media content for multiple brand's social media accounts (Facebook, Twitter, LinkedIn, etc) as well as their blogs.
- Created original articles for quarterly newsletter, generated original content for companies multiple websites, and create ads for various publications.
- Handled departments annual budget, as well memberships with various partner associations.

Recruit 121 LLC
Contracts & Marketing Administrator

San Diego, CA
2015-2015

- Created a comprehensive marketing schedule for use through various channels of user engagement.
- Maintained and performed administrator task for various social media platforms (Facebook, LinkedIn, Twitter, etc.) increasing their engagement and followers.
- Strategically created unique brand imagery and materials used in marketing campaigns and internal communications.
- "Cold called", created marketing emails, and conducted mass email marketing campaigns focusing on specific potential customer target segments.
- Documented and tracked KPIs for social media platforms, adjusting social media strategy based on metrics and desired results.
- Organized and executed Independent Contractor contracts, insuring completion, and assuring that support/ logistics paperwork was accurately and properly processed.

Hewlett-Packard- ePrint Division
MBA Intern

Rancho Bernardo, CA
2014-2014

- Spearheaded a three objective approach looking at three separate markets to uncover consumer challenges in mobile printing to better understand the slow adaptation of the ePrint feature, and to propose recommendations to increase consumer usage.
- Implemented a Consumer Market survey to understand consumer mobile print usage, mobile capability knowledge, and challenges encountered to determine the opportunities for improvement and identify the obstacles that need to be overcome.
- Executed Retail Market analysis by interviewing sales representatives and managers from three locations at ten retail companies to identify mobile print knowledge portrayed to customer and weaknesses in the customer point of sales strategy and maintained response
- Developed environmental analysis of the Mobile Application Market by contacting seventy-six mobile application developers, following research on the features they provide within the application, to determine infrastructure limitations in creating a print function.

Competencies

Brand Management, Content Creation, Market Research & Analysis, Email Marketing, Campaign Marketing, Schedule Marketing, Search Engine Marketing, Search Engine Optimization, *WordPress, InDesign, Photoshop, Google Suite*, Graphic Design, Photo Editing, Photography, *Hubspot, Asana, Microsoft Office Suite, MailChimp*, Project Management, Website Management, Social Media Management (*Facebook, LinkedIn, Twitter, Instagram*), Account Management, Inventory Management, Budgeting, Public & Government Outreach, Government & Automotive Compliance, Wireframing, UI & UX Design, Basic html