





# Mike Gentry

Marketing Manager



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## OBJECTIVE

Self-motivated, results-driven creative looking to be part of a collaborative marketing team. I'm passionate about creating and sharing compelling stories through a variety of marketing channels in an effort to drive business, build brand awareness, and ultimately, impact people's lives in a positive and meaningful way.

## EXPERIENCE



Scorpion Internet Marketing

**Marketing Manager & Project Manager // 2017 – Present**

### PROJECT MANAGER

- Involved in managing the development of client websites from uncovering client goals to creative ideation and strategy, to multi-team collaboration, all in an effort to deliver a high quality, marketing-driven website within the expected timeline.
- Manage and oversee anywhere between 15-25 projects at a time, making sure they are staying on the development timeline and being built in accordance to my specs and the client/campaign goals.
- Collaborate with internal teams including designers, website developers, content writers, SEO strategists, local listing managers and marketing managers to ensure each member has clear direction and everyone is aligned when it comes to the website's objective and positioning.
- Communicate effectively and expertly with clients in an effort to educate them on best practices, industry trends and to ensure they we are aligned on goals and expectations.
- Collaborate with the client on how we want to uniquely position their business online and employ strategies involving design, branding, photography, content, etc. to accomplish the right message.
- Have managed over 70 projects, altogether totally more than \$1,000,000 in contracted value.
- Among the highest on my team for most website launches in Q1. Among the highest on my team for First Round Approval (FRA). This is where a client approves the website without requesting any edits. 76% of my projects result in a FRA.
- Google Adwords Certified

### MARKETING MANAGER

- Manage a client load of 60 law firms across the united states, overseeing and administering their online marketing campaigns.
- Manage around \$200,000 in monthly reoccurring revenue based off client advertising budgets.
- Devise and execute marketing strategies for clients through a variety of online advertising channels like Search, Display, Social, Email, Video, etc.
- Analyze and interpret KPIs via Google Ads, Google Analytics, etc. in an effort to better optimize the client's campaign.
- Work closely with the PPC and SEO teams to strategize, problem solve and optimize clients' marketing campaigns.
- Communicate with clients to report and interpret campaign metrics, gather conversion/acquisition data, strategize based on goals, data and budget, educate on industry trends and best practices, etc.
- Work hard to retain client relationships through exceptional service, transparency, conflict resolution, client education and positive campaign performance. I successfully secured a 96% client retention rate while in this role.



Flavour Gallery

**Marketing Manager // 2014 – 2017**

## MARKETING

- Involved in managing, creating and deploying marketing initiatives through blog entries, social media posts, email blasts, magazine ads and promotional flyers.
- Work closely with graphic design team to help manage a variety of projects i.e. digital marketing campaigns, sales presentations and event display materials.
- Evaluate KPIs via Google Analytics and/or Springbot to identify opportunities/shortcomings and deploy data-driven marketing actions.
- Helped achieve a 125% increase in online sales + a 75% boost in traffic since starting the position.
- Ideate with CEO on big picture initiatives, i.e. brand identity, brand persona, communication, etc.
- Oversaw the planning and creating of all visual assets for our B@B website.

## ECOMMERCE

- In charge of \$250,000 in eCommerce business with over 24,000 SKUs.
- Create and manage website content, i.e. merchandising product images, administering product entries, producing blog posts, setting up website imagery (product photos, homeslides, collection banners, etc.).
- Oversee a small fulfillment team to make sure online orders are packaged right and shipped in a timely manner.
- Led a product image overhaul from generic/stock mockups to original photos – the goal being to give the products a more natural and organic look. It has improved the overall look and feel of our site.

## EVENT COORDINATION

- Build and operate popup shops at 12-15 of the biggest wine and food events across the country annually – New York City Food & Wine and South Beach Food & Wine bringing out 55,000 and 60,000 attendees respectively over the course of a weekend.
- Involved in building out each activation, merchandising the space and optimizing the shopping experience.
- Oversee a sales staff of 3-15 depending on the size of the event.



JPMorgan Chase

### Relationship Banker // 2010 – 2013

#### SALES & FINANCIAL MANAGEMENT

- Proactively sold a wide range of bank products, from credit cards to investment solutions, both by phone and in person.
- Assisted clients with their financial planning.
- Grew and maintained a book of business, which included such tasks as following up on prospective leads, setting appointments and strengthening existing relationships.
- Met with clients on a daily basis to better understand their financial needs and to discuss solutions that best fit in satisfying those needs.
- Created and articulately delivered presentations that were tailored toward the client.

#### RELEVANT ATTRIBUTES

##### PROFESSIONAL



TEAM PLAYER



ENTREPRENUERIAL



MULTITASKER



STRATEGIC



CREATIVE

##### PERSONAL



POSITIVE



ACTION ORIENTED



ADVENTUREOUS



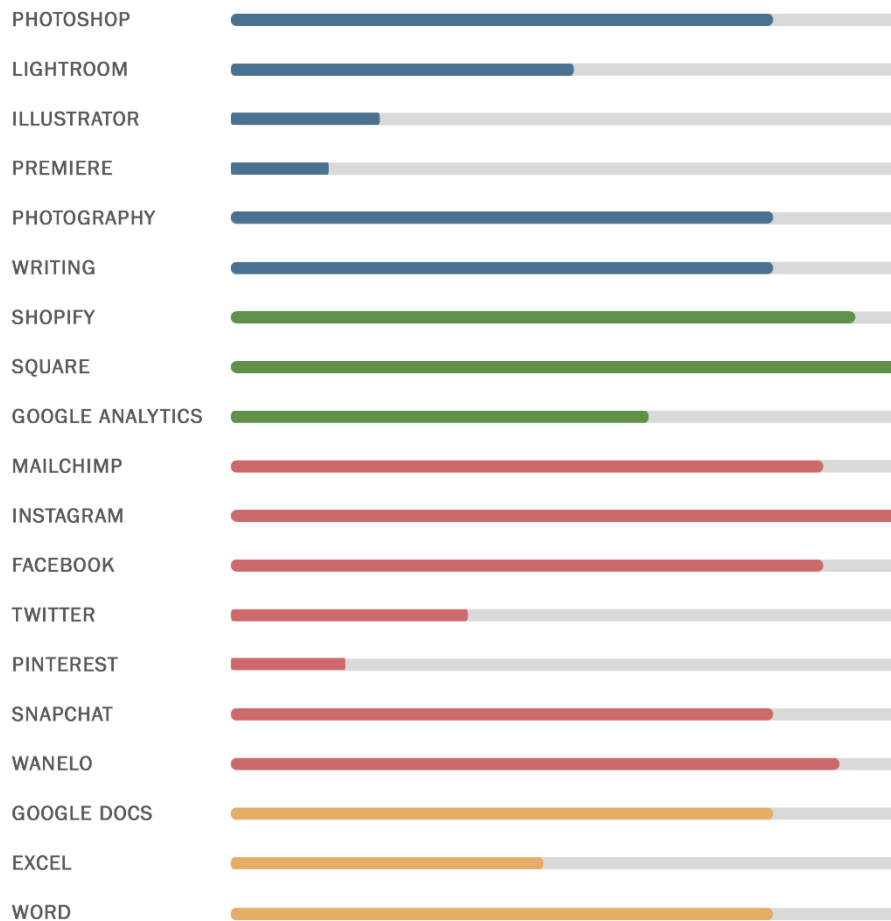
LOYAL



EMPATHETIC

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## SKILLS



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## EDUCATION

### VANGUARD UNIVERSITY OF SOUTHERN CALIFORNIA

- Graduated in 2008
- B.A. in English
- Minor in Business Administration
- 3.40 GPA

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## OUTSIDE OF WORK

There is a good chance you will find me hiking the ocean view peaks of Malibu or camping somewhere in the unexplored forests of the Sierra's or surfing in El Porto or paddle boarding in Laguna or running a 10k in San Francisco or rocking out to a live show at the Wiltern or, if I'm feeling extra ambitious, road tripping down the pacific northwest, zigzagging through majestic and behemothic landscapes. You may also find me at a coffee shop lost in fiction or editing recently shot

find me with my closest friends, sitting around a dancing bonfire, reminiscing about the pas and planning new adventures.