

# MICHAEL WALLACE

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American



## EDUCATION

**Business Administration** | Sonoma State University

AUGUST 2005 – JUNE 2010



## SKILLS

- Google Adword Certified
- Google Analytics Certified
- Hubspot Inbound Marketing Certified
- Quantcast Real-time Advertising Fundamental
- Proficient with Microsoft Office
- Impactful leader
- Pragmatic and analytical thinker
- Social Media Expert
- Skillful with CMS (Wordpress, Magento)
- Proficient with HTML/CSS
- Accomplished in Adobe Creative Suite
- Experienced in email marketing (Oracle Responsys, Constant Contact, Mailchimp, Vertical Response)



## EXPERIENCE

**US Market Manager** | IONOS (1&1), Karlsruhe, Germany

FEBRUARY 2020 – PRESENT

Leader of competitor analysis and benchmarking for the US market in order to conceptualize and manage commercial campaigns for brand and product categories within the market. Analysis of internal product and channel performance reports to aid in opportunity identification. Performance rose 17% MoM in customer inflow and 24% in services inflow.

**Digital and Brand Leader** | Digital Ape Media, Dubai

DECEMBER 2018 – SEPTEMBER 2019

At Digital Ape I analyse data from our sophisticated suite of AI driven social listening tools to provide current and prospective customers insights and build and drive digital marketing strategies on their respective industries, competitors and public sentiment around their own brand.

**Head of Marketing (digital emphasis)** | Lionfish General Trading LLC, Dubai

JANUARY 2017 – DECEMBER 2018

At Lionfish I ensured our industry-leading brands premium digital marketing solutions with a bespoke level of attention not often found in the region. What we offered our brand partners was the ability to be agile in our methodology planning, creating and executing relevant, contextually rich digital/social marketing campaigns.

\*Our most recent win was a multi-pronged Ramadan campaign for Fitbit resulting in 75% sales increase with one of our top retail partners in the first week.\*

\*Growing client Instagram following 4,500 in 12 months (organically) with an engagement rate of 6.6% (compared to

competitors <1%)\*

- Creating and executing Strategic Marketing and Media Plans and accompanying budgeting
- Establishing & Maintaining PR with Media & Agencies (Digital & Print) for Collaborative & Integrated Marketing
- Aligning & Maintaining PR with Influential Bloggers for Product/Service Reviews
- Thematic Development of Marketing Collateral in liaison with Graphic Designers
- Coordinating & Guiding Website Developers & Mobile App Developers
- Content Writing & Proofreading of all Marketing Campaigns
- Creating Plans & Strategies for Branding
- Creating & Executing Web Banner Advertising Campaigns
- Creating & Executing Social Media Marketing Plans

Clientele:

- Fitbit, Incase, RVCA, TomTom Sports, Tile, LIFX, dokiWatch

## **Digital Marketing Coordinator | FRHI (Now Accor Hotels), Dubai**

JANUARY 2016 – DECEMBER 2016

Supported 23 hotels with digital marketing initiatives including: SEM & Display, Social Media, Email Marketing, CMS Organization, Digital Asset Management and AP/AR Management.

## **Social Media Manager (contract) | mamemo productions (Beach Polo Cup), Dubai**

SEPTEMBER 2015 – DECEMBER 2015

I was brought into mamemo productions to create and implement social media activity for the yearly Beach Polo Dubai event. Utilizing social media management and listening tools, I created a robust and steady flow of engaging content, monitored the social accounts and respond to questions, comments and engagements. In tandem I ran Facebook advertisements to increase awareness, illicit engagement and drive leads to our ticketing partner. As a result I was responsible for 343 ticket sales for the 2 day event, grew the follower-ship of all accounts and forged new relationships with others directly and indirectly related to the industry both locally and internationally.

## **Digital Marketing Manager | Outer Limit Media, Kuwait**

AUGUST 2014 – AUGUST 2015

- Managed a team of 3 professionals from administrative, sales and marketing backgrounds
- Research & analysis of consumer markets within the geographical area
- End-to-end research, development and implementation of social media management business unit
- Strategist for client digital marketing integration
- Conceptualised and designed companywide marketing materials and proposals

## **UX/UI Consultant | Self Employed, San Francisco**

JANUARY 2014– MAY2014

Analyzed and refined brand strategy, validated user experience and advised on UX designs for startups (Venmo, Medium, WeatherUnderground, ZenDrive and GoodEggs)

## Marketing Manager | Socialplex, Berkeley

JANUARY 2013– JANUARY 2014

- Responsible for all efforts in the paid, owned, and earned media channels
- Social Media Manager and brand sentiment management
- Email marketing efforts
- Qualitative Researcher
  - Industry and competitor research
  - Conducted surveys and focus groups on identified viable user segments
- Business development: building relationships with local news sources, clubs & organisations, and institutions to bolster user-ship and awareness
- SEO management on company website
- Graphic Designer

## Marketing Assistant | Anthology, San Diego

SEPTEMBER 2012– DECEMBER 2012

- Social Media Manager
- Digital Media Buyer for social media advertising
- Content Creator for social media and blog including graphic design and copywriting

**\*\*\* Come January 2013 Anthology San Diego has gone out of business \*\*\***

## Marketing Assistant | Sift Cupcakes, Santa Rosa

FEBRUARY 2010– FEBRUARY 2012

Served as content manager for digital presence and webmaster for a newly launched e-commerce website and team lead on various other marketing initiatives:

- grew Facebook followers by 2,000 and Twitter followers in 5 months
- composing e-mail newsletters with via Vertical Response
- monitored, updated, and serviced the e-commerce CMS system
- implemented SEO to increase online presence
- conducted meetings/negotiations for newspaper and radio
- created a year-long marketing calendar

In-house graphic designer