

MICHAEL WALLACE

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SKILLS

- Excellent leadership and project management skills
- Pragmatic and analytical thinker
- Excellent speaker and presenter
- Adept with BI data analysis
- P&L and budget management
- GTM strategy development
- B2B and B2C marketing
- Microsoft Excel
- ABM (Account Based Marketing)
- Google Adword and Analytics Certified
- Hubspot Inbound Marketing Certified
- Quantcast Real-time Advertising Fundamental
- Social Media expert
- CMS knowledge (Wordpress, Magento)
- Proficient with HTML/CSS
- Adobe Creative Suite native



EDUCATION

Bachelor of Science, Business Administration (BSBA) | Sonoma State University, USA

AUGUST 2005 – JUNE 2010



EXPERIENCE

International Growth Marketing Manager | IONOS (1&1), Karlsruhe, Germany

FEBRUARY 2020 – PRESENT

Strategically and effectively leading a cross-department team of 8 colleagues working on the dedicated US workstream to drive campaigns from start to finish. Leader of competitor analysis, benchmarking and audience persona development in order to create and manage GTM commercial strategies for brand, products and channels. Analysis of internal product and channel performance reports to ensure KPI target achievement in alignment with company OKRs.

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

DECEMBER 2018 – DECEMBER 2019

At Digital Ape I ran analysis using our sophisticated suite of AI driven social listening tools to provide our clients (Arla, Lurpak, VisitBritain, Mr. Baker) product and industry insights. I used this analysis as the basis to build and drive digital marketing strategies and campaigns leveraging influencers and content creators to natively integrate their products into highly engaging content.

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

JANUARY 2017 – DECEMBER 2018

At Lionfish I led a team of 5 who ensured our industry-leading brands (Fitbit, Incase, RVCA, TomTom Sports, Tile, LIFX, dokiWatch) 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.

- Establishing strategic direction for marketing and media plans across all stages of the funnel and all channels as well as accompanying budget planning.
- Establishing and maintaining relationships with PR & media outlets (digital & print).
- Strategic development of influencer and blogger relationships.
- Oversight of technical vendors (Graphic Design, Web and Mobile App Development).

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

AUGUST 2014 – DECEMBER 2016

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

Marketing Manager | Socialplex, San Francisco, USA

MARCH 2012– MAY 2014

While at Socialplex the product was in stealth mode however I was managing qualitative research, product benchmarking, brand management (paid owned and earned activities) and business development

- Conducted surveys and focus groups on identified viable user segments
- Industry and competitor research
- Social Media Manager and brand sentiment management
- Email marketing efforts (creating content calendar, writing emails, dispatching and reporting)
- Business development: building relationships with local news sources, clubs & organizations, and institutions to bolster user-ship and awareness

Marketing Assistant | Sift Cupcakes, Santa Rosa, USA

FEBRUARY 2010– FEBRUARY 2012

Marketing generalist running the areas of website management (e-commerce), social media management, event coordination, logistics, customer lifecycle management and graphic design

- grew Facebook followers by 2,000 and Twitter followers in 5 months
- composing email 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 advertising
- created a year-long marketing calendar