

Michael Wallace

Amsterdam • +49 173 7300 726 • michaelhwallace@gmail.com • [linkedin.com/in/michaelhwallace/](https://www.linkedin.com/in/michaelhwallace/)
• michaelwallacedigital.com

Head of Marketing

Marketing expert holding 13 years of experience working in both SME's to large international brands, on both the client and agency side. As a natural-born leader, highly analytical thinker and creative problem solver I have the ability to lead a team in developing and executing high-performing strategies and campaigns, on time and on budget.

WORK EXPERIENCE

CVMaker • Amsterdam, North Holland, Netherlands

08/2022 – Present

Head Of Marketing

- Enabling and guiding a team (10) of Content, SEO and Digital Marketing professionals to meet and exceed individual, team and company OKRs.
- Developing product GTM strategies and supporting in product development through design sprints and expert reviews
- Developing, delegating and executing the overall marketing budget and marketing strategy
- Conducting market research for new opportunities and analyzing campaign performance data
- Managing the implementation marketing systems i.e. HubSpot CRM

IONOS • Karlsruhe, Baden-Württemberg, Germany

01/2020 – 08/2022

International Growth Marketing Manager, Product Manger & Country Manager

- Strategically and effectively leading a cross-department team of 8 colleagues working on the dedicated US work-stream 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 Ape MENA • Dubai, United Arab Emirates

12/2018 – 12/2019

Digital & Brand Leader

- Ran analysis using our proprietary AI-driven social listening tools to provide our clients (Arla, Lurpak etc.) with product and industry insights and develop marketing strategies.
- Wrote 5 case-studies based on internal research and client campaign performance
- Supported in Client Relationship Management and Business Development, increasing bids 225% in one year.

LionFish General Trading • Dubai

01/2017 – 12/2018

Head of Marketing (digital emphasis)

- Team leader of 5 who ensured our brands (Fitbit, Incase, RVCA, TomTom Sports, Tile, LIFX) premium digital marketing solutions with a bespoke level of attention.
- 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), bloggers and influencers.

FRHI Hotels & Resorts – Now part of AccorHotels • Dubai

08/2014 – 12/2016

Digital Marketing Coordinator (Regional)

- Supported 23 hotels and hotel Marketing Managers with digital marketing initiatives, including SEM & Display, Social Media and Email Marketing.
- Supported back-end and operations in the areas of CMS organization, Digital Asset Management and AP/AR management.

Socialplex Inc. • Berkeley, California

03/2012 – 05/2014

Marketing Manager

- Qualitative research: I regularly conducted surveys and focus groups with the identified viable user segments as well as industry and competitor research.
- Marketing (paid and owned): I was also the driving force behind social media management, brand sentiment management as well as email marketing.
- Business Development: building relationships with local news sources, clubs & organizations, and institutions.

Sift Dessert Bar • Santa Rosa, California

02/2010 – 02/2012

Marketing Assistant

- Social Media Management: Grew Facebook followers by 2,000 in 5 months, supported BTL negotiations with media outlets (print, radio) and created a year-long marketing calendar.
- Customer Lifecycle Management: composed and dispatched email newsletters via Vertical Response.
- Website Management: updated, and serviced the marketing and e-commerce CMS system (WordPress) and implemented and maintained SEO to increase online visibility.

EDUCATION

Bachelor of Business Administration – BBA in Marketing

Sonoma State University

Associate of Science (A.S.) in Business, Management, Marketing, and Related Support Services

Santa Rosa Junior College

CERTIFICATIONS

Google Adwords – Display

Google Adwords – Search

Inbound Certification

HubSpot

Account-Based Marketing Foundations

LinkedIn

Google AdWords – Fundamentals

Google Analytics Certification

Google Adwords – Mobile

Certified Product Marketing Manager (CPMM)

Product Marketing Alliance

Real-time Advertising Fundamentals

Quantcast

SKILLS

Stakeholder Management, People Management, Marketing Strategy, Data Analytics, Project Management, Planning Budgeting & Forecasting, Business Development, Team Management, Advertising, Product Management, Product Marketing, Strategic Planning, Reporting & Analysis, Budget Management, Objectives and Key Results (OKRs), Business Strategy, Account Management, Customer Relationship Management (CRM), B2B Marketing, Management