

Michael Wallace

Amsterdam • +31 6 49 42 36 95 • michaelhwallace@gmail.com • linkedin.com/in/michaelhwallace1 • michaelwallacedigital.com

Results-driven marketing leader with 13 years of experience using technology and digital innovation to drive growth and challenge industry norms. My journey across North America, Middle East, and Europe has honed my ability to craft tailored strategies leveraging cutting-edge technology. Proven track record collaborating with global teams to drive engagement while meeting tight deadlines.

I build high-performing teams, use data to create long-term value, and lead innovation with measurable impact. Currently leveraging marketing automation and performance tracking to drive business outcomes.

More than a Head of Marketing, I'm a catalyst for change, using innovation to make measurable differences across industries.

WORK EXPERIENCE

CVMaker • Amsterdam, North Holland, Netherlands 08/2022 - Present

Head Of Marketing

- Developed B2C go-to-market (GTM) strategies across Europe, Asia, Africa, and the Americas and supporting product development through design sprints and expert reviews that align with the product roadmap.
- Spearheaded the go-to-market strategy for a B2B platform targeting recruitment agencies, HR managers, and institutional operations, from customer acquisition to pricing and sales strategies.
- Conducted in-depth market research to identify customer segments, industry trends, and new opportunities, optimizing marketing campaigns and driving subscription growth.
- Led the optimization of user journeys and improved customer acquisition and conversion rates scaling from 18 to 32 domains and 25+ languages, enhancing marketing funnel performance.
- Managed and optimized a eight-figure marketing budget, driving 13% year-over-year revenue growth while improving internal processes and cost-efficiency (ROAS).
- Expanded the team of Content, SEO, and Digital Marketers from 6 to 10 FTEs in just 8 months, fostering individual growth and aligning team efforts with company OKRs.
- Directed the implementation of HubSpot Enterprise for marketing and support, and optimized the Atlassian suite, enhancing overall Marketing Operations and techstack integration.

IONOS • Karlsruhe, Baden-Württemberg, Germany 01/2020 - 08/2022

International Growth Marketing Manager

- Spearheaded the development of foundational strategies and initiatives aimed at accelerating U.S. business growth, positioning the company to effectively challenge existing market leaders.
- Led an 8-person cross-channel team focused on international growth, executing innovative digital campaigns that resulted directly in a +7% take rate.
- Managed performance reporting, competitor analysis, and persona development to drive successful Go-to-Market strategies for brand and product launches.
- Coordinated with multiple departments (Brand, Marketing Communications, Retention, Copywriting, Localization, Data, and UX) to ensure seamless campaign execution across channels and new markets.

Digital Ape MENA (now Sila Insights) • Dubai, United Arab Emirates

12/2018 – 12/2019

Digital & Brand Leader

- Focused on educating the market on the value of technology innovation, particularly ML and AI, in enhancing brand positioning and driving business growth.
- Leveraged proprietary AI-driven monitoring and listening tools to develop integrated marketing campaigns, including influencer strategies, for major clients like Arla, Lurpak, and VisitBritain.
- Created strategic B2B content (case studies) to support PR, Content Marketing, Growth Marketing, and Brand Positioning, driving lead generation and business growth.
- Collaborated with Client Relationship Management and Business Development teams to implement growth initiatives, resulting in a +225% increase in bids within one year through actionable insights and use case exploration.

LionFish General Trading • Dubai

01/2017 – 12/2018

Head of Marketing (digital emphasis)

- Managed the strategic direction and budgets for marketing and media across all funnel stages and channels, including strategic partnerships, influencers, social media, and events, ensuring global brand leadership.
- Built and led a high-performing team of 5, delivering premium digital marketing solutions and activations for global brands such as Fitbit, Incase, RVCA, and TomTom Sports.
- Collaborated with Field Marketing and Channel Managers to align digital marketing efforts with retail and e-commerce strategies, ensuring consistent brand messaging and promotional communications.

FRHI Hotels & Resorts (AccorHotels Hospitality) • Dubai

08/2014 – 12/2016

Digital Marketing Coordinator (Regional)

I accepted the opportunity in Dubai to gain exposure to a dynamic, high-growth market in the hospitality industry.

- Supported 23 hotels and hotel Marketing Managers in achieving target KPIs via digital channels e.g. SEM & Display, Social Media Marketing and Email Marketing with consistent messaging.
- Hands-on back-end and operations support in the areas of Sales Enablement, CMS campaigns, Digital Asset Management and AP/AR management.

Socialplex Inc. • Berkeley, California

03/2012 – 05/2014

Marketing Manager

- Developed and executed qualitative and quantitative research, conducting online/offline surveys and focus groups with customers, while also analyzing industry and competitor trends.
- Managed paid and owned channels (social media, email marketing) and built strategic relationships with clubs, organizations, and institutions to drive business development.

Sift Dessert Bar • Santa Rosa, California

02/2010 – 02/2012

Marketing Assistant

- Grew Facebook by 2,000 in 5 months with a yearly content strategy, supported awareness level (BTL) negotiations with media outlets (print, radio, offline channels) and customer lifecycle management.
- Website Management: updated, and serviced the marketing and e-commerce CMS system (WordPress) and implemented and maintained SEO to increase online visibility and drive awareness.

EDUCATION

Bachelor of Business Administration – BBA in Marketing

Sonoma State University

08/2005 – 04/2010

Studied topics such as Marketing, Finance, International Relations, Economics and Statistics.

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

Santa Rosa Junior College

01/2003 - 01/2005

CERTIFICATIONS

Leadership Communication with Impact

INSEAD

02/2024 - 04/2024

Certified Product Marketing Manager (CPMM)

Product Marketing Alliance

05/2022 - Present

Account-Based Marketing Certification - Fundamentals

Terminus (by DemandScience)

Account-Based Marketing Foundations

LinkedIn

02/2022 - Present

HubSpot Inbound Certification

HubSpot

05/2015 - 06/2016

Google Analytics Certification

Google

06/2015 - 12/2016

ASO Certification

MobileAction

Google Adwords - Display

Google

10/2016 - 10/2017

Google Adwords - Search

Google

10/2016 - 10/2017

Google AdWords - Fundamentals

Google

10/2016 - 10/2017

Google Adwords - Mobile

Google

10/2016 - 10/2017

Real-time Advertising Fundamentals

Quantcast

11/2017 - Present