

KEVIN McMICHAEL

www.KEVINMcMichael.com

CREATIVE MARKETING SPECIALIST

CONTACT

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PROFILE

Award-Winning Creative Marketing Specialist with 3+ years of experience managing all aspects of large-scale marketing campaigns with annual budgets over \$600,000. Skilled in social media, digital analytics, and influencer relations. Passionate about social media, design aesthetics, and dogs.

1669 S Longwood Ave.
Los Angeles, CA

EXPERIENCE

MARKETING MANAGER | OCT 2019 - MARCH 2020

Franki Global, Inc.

Developed organic social media from scratch including strategy and creative for all major social media platforms. Successfully managed the creation of 500+ user generated video reviews of entertainment and food venues.

- Developed comprehensive social media presence
- Managed 200+ content creators/influencers

MARKETING SPECIALIST | MARCH 2017 - OCT 2019

The Orange County Transportation Authority (OCTA)

Creatively directed and managed multiple large-scale marketing campaigns. Resulting in quick promotions, increased budgets, and award recognition. Directed digital analytics, video promotions and content creation.

- An average of 150% increase in campaign conversions
- Award nominated designs and creative content

COMMUNICATIONS COORDINATOR | FEB 2016 - MARCH 2017

Biola University Student Missionary Union

Oversaw and developed all social media and publicity. Traditional tactics included photo and video content, email campaigns and user generated content. Creative tactics include BuzzFeed and Spotify pages and content.

- 500% increase in email subscribers
- Increased avg. Instagram post engagement by 80%

SKILLS

- Adobe Photoshop
- Adobe Illustrator
- CRM Platforms
- Gif Animation
- HTML Coding

INTERESTS

- Pop Culture
- Twitter memes
- The Real Housewives
- Fiber Art (ie. loom weaving)
- Podcasts

EDUCATION

BIOLA UNIVERSITY

Public Relations, B. A.
Spring 2018

AWARD

PROTOS AWARD WINNER

Collateral Materials –
External Audiences Category;
presented by Orange
County's Public Relations
Society of America.
2019

CERTIFICATIONS

- Google Analytics
- Google Adwords
- Hootsuite

REFERENCE

RYAN ARMSTRONG

Marketing Manager
OCTA

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