

MIKE NAY

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DIGITAL MARKETING MANAGER

WORK EXPERIENCE

DIGITAL BRANDS MANAGER - CELEBRITY BRANDS

ZURIXX (Salt Lake City, UT & Dorado, Puerto Rico)

2018-Current

- Maintain branding standards of Daymond John, Robert Herjavec, and Hilary Farr.
- Manage \$750,000 monthly ad spend across USA, Caribbean, and Canadian markets.
- Foster relationships with celebrity partners and agencies through daily communication.
- Create high-converting web content, ad copy, and email funnels for digital channels.
- Manage all aspects of brands and direct a team of developers, media managers, and designers.
- Report on budgets, KPI's, and CSF's to C-level executives daily.

MARKETING DIRECTOR - LUXURY AND LIFESTYLE

AURAE LIFESTYLE/ONE CONCIERGE (Lehi, UT)

2017-2018

- Develop partnerships with celebrity clients and UHNW individuals, agents, and managers.
- Identify sponsorship opportunities at exclusive high profile events around the globe.
- Distribute articles for international luxury lifestyle and HNW print and digital publications.
- Manage \$50,000 monthly ad spend across social media, PPC, and influencer marketing.

GRAPHIC DESIGNER | AGENT SUCCESS MANAGER

COLDWELL BANKER COMMERCIAL (Salt Lake City, UT)

2016-2017

- Create compelling marketing materials for print and digital while maintaining brand guidelines.
- Train licensed brokers on marketing best practices and technology tools to help achieve success.

MARKETING COMMUNICATIONS MANAGER

VIP INCENTIVES (Park City, UT)

2016

- Optimize and manage proprietary digital sales proposal system.
- B2B communications specialist tasked to maintain relationships with suppliers and vendors.

EDUCATION

TULANE UNIVERSITY

B.A. English

Minor in Studio Art

NATIONAL UNIVERSITY SINGAPORE

Study Abroad

CERTIFICATIONS

GOOGLE

Google AdWords

Google Analytics

DIGITALMARKETER

Email Marketing Specialist

Customer Acquisition Specialist

Customer Value Optimization

Direct-Response Copywriting

SKILLS

PLATFORMS

Facebook Ads Manager

Google Ads

LinkedIn Sales Navigator

Snapchat Ads

TOOLS

• Excel • HubSpot • Tableau

• Marketo • Asana • G-Suite

• InDesign • ManyChat

• Infusionsoft • Moz