

MICHAEL J. SCHOTTELKOTTE

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OBJECTIVE

To design and implement digital marketing campaigns that leverage the power of the consumer and increase conversation and engagement, brand loyalty and sales.

EXPERIENCE

MS&L Worldwide; New York, NY
Assistant Account Executive; Digital

April 2008 – Present

Responsible for the strategic development and execution of innovative digital, social media and word-of-mouth marketing initiatives for Fortune 500 companies and brands using multiple platforms, including video, microsites, mobile web and SMS and online media outreach.

- Develop, propose and execute digital marketing strategy and solutions for consumer, corporate and healthcare clients
- Track and measure success of digital marketing initiatives; create ROI analysis reports
- Oversee and develop online messages, branding materials, conversation collateral and budgets for WOM marketing initiatives; synchronizing off- and online messages to ensure cohesive brand positioning
- Lead planning, production and post-production of video projects for clients and MS&L Worldwide corporate communications initiatives; design and implement the launch of MS&L Worldwide's online video studio
- Design, support and execute mobile marketing campaigns and mobile website development
- Negotiate strategic online media partnerships and social ad buys to increase brand awareness
- Manage, create and edit social media accounts and content to increase consumer interaction and conversation
- Establish and maintain relationships with traditional and non-traditional media

LEADERSHIP RECOGNITION: Chosen to lead "Wired" team, a MS&L Worldwide "Generation Activation" program to develop, implement and execute an outreach initiative to help MS&L Worldwide become better connected to prospective digital talent within academia and the communications industry.

MS&L Worldwide; New York, NY
Digital Intern

June – August 2007

Created digital marketing strategy for TurboTax and presented proposal to senior TurboTax leaders; digital marketing concept was chosen for future consideration in online consumer engagement.

Bright Light Visual Communications; Cincinnati, OH
Production Assistant

June – August 2006

- Assisted in video production and editing for clients such as Procter & Gamble and Convergys
- Wrote and edited scripts for Fortune 500 companies' video projects

SKILLS

- *Mobile Marketing:* iLoop Mobile and mFinity platform to execute SMS campaigns and basic mobile website design
- *Web Development:* HTML, FBML to customize Facebook pages and update blogs and websites
- *Online Advertising:* proficient in Google AdWords and Facebook advertising platforms
- *Audio/Video/Photo:* Final Cut Pro, Photoshop, Soundtrack Pro, After Effects, Garage Band, QuickTime Pro

EDUCATION

Ohio University, Scripps College of Communication *BS - Journalism, Online Sequence; English Minor*

March 2008
