



## Meet Travis Michael:

Engage with this highly skilled and enthusiastic technologist & marketing expert - B2B & B2C - business owner of Trav Media Group, LLC, kickstarting millions of dollars in revenue for companies across the United States in global, regional, and local markets through key practical strategies, maximizing their market impact with instructional design at its core.

Travis enjoys working with leaders and thinkers who move people who build businesses for their families to impact community legacies.

## Multimedia Industry Experience:

- **Aerospace & Aviation**
  - Private
  - Drone
  - Pilot Services
- **Education**
  - Autism Support
  - Program Development
  - Training Design
  - International Video Production
    - Planning & Logistics
    - Media Development
    - Talent Director
    - Multi-location
    - Record & Streaming
    - Communication Moderator
- **Healthcare**
  - Medical
  - Nutrition
  - Holistic
- **Media & Communication**
  - Mobile & Web Application Design
    - User Experience
    - User Interface
    - API
    - Database Management
  - News & Production Strategies & Planning
  - Large & Small Format Print
- **Next Gen Technology**
  - Multi-LLM AI mobile app dev (UX/UI)
  - User-first brand story design
  - AI Ops Integration & Automation
  - Funnel Development

## Recent Articles Written:

- [View](#) - Top AI Marketing Tools
- [View](#) - Best AI Marketing Questions
- [View](#) - The Brand Mind
- [View](#) - Figuring Out Your Fanbase
- [View](#) - The Evolution of Essential Marketing

## Ways to work with Travis:

1. **Group Training - Get Travis Michael's "Right Brained" book, along with the turnkey training program designed for all ages and industries.**
  - a. **Get the book - [view more](#)**
  - b. **View group training options - [click here](#)**
  - c. **Read the FREE 1st chapter - [view pdf](#)**
2. Technology Support
  - a. Website Design & Development
  - b. Mobile Applications (UX/UI)
  - c. Automation
  - d. Third-Party Integrations
3. Marketing Consulting
  - a. Research
  - b. Strategy (multi-tier)
  - c. Funnel Design & Architecture
  - d. Analytics
  - e. Opportunity/Risk/Reward
  - f. Sales Messaging
4. Design Services
  - a. Branding - logo, messaging & more
  - b. Web Funnels

- c. Video & Animation - scripts, VO, videography, and post-production
- d. Print Design - sales support, customer-focused, branded layouts
- e. Sales Slides - a company or product's *short* "why"-driven, process aligned story to highlight the benefit of the viewer's outcome
- f. Technical - UX/UI mobile apps, APIs, automation, hosting, scheduling, and other integrations for ease of user management

## 5. Training Services

- a. Teaching is one of the most enjoyable areas of Travis's life
- b. Working with C-Level executives as their CMO or CTO depending on the company structure
- c. Businesses hire him to teach large market strategies and technical skills
- d. Design teams bridge the design gaps of their imagination
- e. While marketing teams can strategize and execute on data they can understand from programmers, they can't

## 6. Speaking Events (Host/Presenter)

- a. Toastmasters International Trained
- b. Christian-based Presentations
  - i. Honor Thy Fathers: Breaking Generational Curses Through Mentorship (Book) - 18+
  - ii. His Image: Born for Greatness - all ages
  - iii. Basic Instructions Before Leaving Earth - all ages
- c. History of Media
- d. Funneling Your Funnels
- e. Making Buyer Decisions
- f. Social to Sales - social media marketing strategies

## 7. Event/Podcast Video Production

- a. Live Streaming
  - i. Multi-location available

- ii. In-person
  - iii. Virtual
  - iv. Closed Captions
  - v. Live social messaging
  - vi. Private or Social
- b. Directed, Produced, and/or Engineered Events in:
- i. Las Vegas
  - ii. Miami
  - iii. Chicago
  - iv. Texas
  - v. Phoenix
  - vi. New Orleans, et al.
- c. Multi-Camera Production
- d. Event Planning
- e. Post Production
- i. Short form clips
  - ii. Finalized video format
  - iii. Distribution

## **Education & Experience**

- 2008 - Graduate of Waynesburg University - Digital Media/Graphic Design & Marketing
- Started career as a logo, web, and print designer with skills as a video animator/editor and grew into media strategy providing clients full-service marketing solutions thru [Trav Media Group](#) focusing on:
  - Market
  - Brand
  - Design
  - Build

- Messaging
- Reach
- 2017 - Est. Traventures Media Group DBA, now Trav Media Group, LLC ([view slides](#)), servicing a wide range of clientele from B2B, B2C, and Defense; Brick and Mortar, Service-based, SaaS, and eCommerce
- 2017 - President of Johnstown Toastmasters Club 1231 (international public speaking organization)
- 2018-19 - President of Young Professionals of the Alleghenies

### **Publications Featured:**

- [Referral Rock](#) - High Converting Landing Page Design
- [DataBox](#) - Content Strategy vs. SEO Strategy
- [ePodcast Network Interview](#) - The Future of Audio (recorded 8/21/19)

### **UX/UI Design Experience**

#### Audio-based social media app

- Use: Create and share short-form audio-only broadcasts socially w a focus on the Live and post editor for optimum user experience - [view slides](#).
- Ask for Demo

#### Voice-to-text hearing and/or verbally challenged communication app

- Use: A communication-challenged person uses the app to transcribe in real-time and respond through a voice program
- Features:
  - AI with multiple LLMs for accuracy
  - Message-like conversation UI view allows for conversation management
  - Quick reply with emoji-like navigation

## Past Project/Client Highlights:

- Recover Chat - Facebook Messenger ChatBot that helps recovering addicts and their family members locate meetings
  - [Promotional Video](#)
  - Showcases Location Accessibility
- Paramount Die Co. - Wire fabrication solution w/ international distribution model
  - Corporate pitch deck strategy and design w/ animation
  - 40' x 40' tradeshow booth design
  - Magazine cover and ad designs
- Silver Lining ABA - Autism Services for Kids (<https://silverlining-aba.com>)
  - Chief Marketing Officer - generated +\$85M in leads
  - Logo Design
  - Social Media Marketing
    - Strategy
    - Creative (Video)
    - Messaging (Brand Story)
    - Funnel Capture
  - Video Production Engineering
  - Advertising
  - Volunteering
- Hill Group Law - Elder Law, Asset Planning, and Estate Planning (<https://hillgrouplaw.com>)
  - Search Engine Marketing
  - Website Design
  - Funnel Capture Engineering
  - Social Media Marketing
    - Strategy
    - Creative (Video & Graphics)
    - Messaging (Brand Story)

- Video Production
- Website Hosting
- AVGROUP - Aircraft Parts Seller for Private Jets (<https://avggroup.net>)
  - Marketing Research - Message development for various purchasing behaviors based on company roles
  - Website Funnel Design
    - Increased website traffic 10x (~55/mo to +550/mo)
    - Custom Website Quoting System
    - Generates +25-85% revenue monthly (~\$1M baseline)
  - Social Media Marketing
    - Strategy
    - Creative (Graphics)
    - Messaging (Brand Story)
  - Website Hosting
  - Vehicle Wrap

### **Extracurricular**

- Group fitness instructor focused on natural health and nutrition principles learned from years of physical therapy knowledge acquired through sports injuries and ongoing training
- Mixed martial arts self-defense activist currently training in Krav Maga to push his limits of learned skills in wrestling, Muay Thai, Brazilian Jiu Jitsu, boxing, and other hand-to-hand combat
- Spending time with family, including caring for his elderly grandmother using his skills to keep her mobile and currently training in Tai Chi
- Biking, hiking, and climbing the wonderful wilderness around us
- Coaching and umpiring youth sports