RESUME

MICHAEL NORTON

Marketing and Advertising | Business Development

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WORK OBJECTIVE

Award-winning marketing strategist seeking a **remote** contractual position as **marketing director**, **marketing manager**, or **marketing strategist**.

Desired Salary/Hours (highly negotiable):

(Either or between the following as a range, averaged at $50 per hour)

- Full-time at **$8,000** per month (Maximum)
- Part-time at **$2,000** per month (Minimum)

WORK EXPERIENCE

1. Marketing Strategist at OMI Firm

Location: *Anchorage, Alaska (USA)*

Website: *www.omifirm.com* **FEB 2014 – PRESENT**

OMI Firm is a sole proprietorship I established that consults startup entrepreneurs, established corporations, and even other marketing firms to hit their quarterly sales goals with award-winning digital strategies. I am the sole owner and employee with a support network of other freelancers I tap into on an as-needed and as-agreed-upon basis with a respective client.

Noteworthy accomplishments:

- ***135*** companies over the past nearly 10 years of experience have contracted me through Upwork as their freelance marketing strategist, ***6*** through LinkedIn.
- ***Top Rated*** & ***Expert Vetted*** on Upwork with a ***95-100%*** job success rate held consistent for nearly 10 years straight.
- Over ***7,700 verifiable hours*** logged
- ***Millions of dollars*** in leads generated (*ie. ~9,500,000 in lead value generated for Zebra Technologies within 2 years*)
- ***81%*** of clients would recommend me
- ***40%*** of my clients become long-term friends who keep me contracted on an ad hoc basis after my main work is completed

Key specialties:

- Overall marketing strategy for brand-building & lead generation
- Funnel optimization with metrics tools
- Content production team management & scaling

I perform the following duties:

- Manage teams with SMART (specific, measurable, agreed upon, realistic, and time-based) and OKR goals.
- Set up and manage paid online advertising campaigns, with ad copywriting and graphic design using Adobe Photoshop
- Manage and develop SEO-optimized content
- Manage e-mail marketing campaigns for E-Commerce marketing communications
- Plan, develop, and schedule social media marketing content plans with a variety of integrated marketing software
- Perform targeted market research with conversion optimization using Google Analytics
- Teamwork leadership and problem solving: interviewing, hiring, and firing staff, as well as keeping team morale high
- Maintain online marketing budgets for team salaries and advertising
- Nurture client/customer relationships on behalf of companies customer relationship management (CRM) software
- Managed employee training criteria

Industries of management experience: E-Commerce, Fintech, Mergers & Acquisitions, Consulting, Loans, SaaS

Portfolio: https://www.omifirm.com/michaels-portfolio. Please use the password #P0rtf0l10 to view it. References available upon request.

2. COMPUTER IT at **US Navy**

JUL 2007 – JUL 2011

- Managed Top Secret satellite communications
- Managed classified messages and computer systems for maritime support
- Expert Pistol and Rifle
- Two tours to the Middle East both at sea and on land

EDUCATION

1. UNIVERSITY OF YORK

- **BACHELOR OF SCIENCE** — **Physics**

Advanced mathematics, classical, and quantum physics — **SEP 2017 – PRESENT**

2. FULL SAIL UNIVERSITY

- **BACHELOR OF SCIENCE** — **Digital Marketing**

Digital marketing, team management, brand management, and entrepreneurship — **SEP 2014 – DEC 2016**

CERTIFICATIONS

1. HUBSPOT INBOUND CERTIFICATION,
HubSpot — **NOV 2017 – JAN 2020**
Advanced mathematics, classical and quantum physics

2. MAPPING THE MODERN WEB DESIGN PROCESS,
Lynda.com — **MAY 2015 – PRESENT**
Credential ID BA96A8

3. AFFILIATE MARKETING FUNDAMENTALS,
Lynda.com — **OCT 2014 – PRESENT**
Credential ID C4666D

4. BUILDING AN INTEGRATED ONLINE MARKETING PLAN,
Lynda.com — **OCT 2014 – PRESENT**
Credential ID AFBE4A

5. CONTENT MARKETING BASICS,
Lynda.com — **OCT 2014 – PRESENT**
Credential ID 470D8D

6. CREATING RESONATING IDEAS,
Lynda.com — **OCT 2014 – PRESENT**
Credential ID 74E22B

7. INTERNET MARKETING BASICS,
Lynda.com — **OCT 2014 – PRESENT**
Credential ID 1A292E

8. VIRAL MARKETING: CRAFTING SHARABLE CONTENT,
Lynda.com — **OCT 2014 – PRESENT**

Credential ID 06F3CA

9. **WRITING ARTICLES,**
Lynda.com — **OCT 2014 – PRESENT**
Credential ID 2B1CA6

10. **WRITING MARKETING COPY,**
Lynda.com — **OCT 2014 – PRESENT**
Credential ID 2EEA2E

11. **WRITING PRESS RELEASES,**
Lynda.com — **OCT 2014 – PRESENT**
Credential ID 53CE71

12. **NETWORK SECURITY+,**
CompTIA — **SEP 2010 – PRESENT**
Credential ID 2913MH6BFPV1SY4T

SKILLS & TOOLS

Team management
Project management
Digital marketing strategy
Digital storytelling and branding
Paid advertising
Inbound content marketing
Lead generation

Content marketing strategy
Content & Copywriting
Search engine optimization (SEO)
White hat link-building
Online campaign development
Outbound email marketing
Inbound email marketing

Public relations
Consumer psychology
Social media management
Investor pitch development
~110 wpm typing speed

- **MS Office Suite, Mac equivalents (e.g. Pages)**
- **Project Management platforms**
  - Asana, ClickUp, BaseCamp, Trello, Google Docs, DropBox, SharePoint.
- **Content Management Systems**
  - WordPress, LeadPages
- **Social Media Management Systems**
  - Hootsuite, Buffer, Zoho, Sprout Social
- **Social Media Platforms**
  - Facebook, X/Twitter, LinkedIn, Instagram, YouTube, Pinterest, and Ning
  - Google Ads
- **CRM Platforms**
  - Insfusionsoft, Zoho, HubSpot
- **Email Marketing Platforms**
  - MailChimp, Klaviyo, ActiveCampaign, MailShake

LANGUAGES

English:
Native/Fluent
(Born and raised American)

Japanese:
Intermediate/Conversational
(Heavy study, limited exposure)

Chinese:
Intermediate/Conversational
(Lived in China for nearly 5 years)

AWARDS

1. **GLOBAL MARKETING STRATEGIES,**
Full Sail University, *Awarded* — **2016**

2. **ONLINE CAMPAIGN DEVELOPMENT,**
   Full Sail University, *Awarded* **2016**

3. **ENTREPRENEUR 360,**
   Nominated **2018**

4. **FAST COMPANY: MOST INNOVATIVE COMPANIES,**
   Nominated **2018**

5. **INC. 5,000: FASTEST GROWING PRIVATE COMPANIES,**
   Nominated **2018**

PUBLICATIONS

1. **7 STEPS TO IMPROVING YOUR MARKETING PROCESSES WITH SALESFORCE,**
   White paper

2. **DEVELOPING AN EFFECTIVE CONTENT MARKETING STRATEGY,**
   White paper

3. **INTERNET MARKETING FOR YOUR HOLISTIC PRACTICE,**
   White paper

4. **INTERNET MARKETING FOR IT CONSULTANCY FIRMS,**
   White paper

5. **SMALL BUSINESS GUIDE TO LINK-BUILDING FOR SEO,**
   White paper

CULTURE FITTING

****Proof of test results for each type are linked.*

1. **MBTI PERSONALITY TYPE,**
   INTJ – T
   https://www.16personalities.com/profiles/4887fe5dd8103

2. **BIG 5**
   Openness – 96%
   Conscientiousness – 69%
   Extraversion – 15%
   Agreeableness – 42%

3. **TABP PERSONALITY TYPE,**
   Type A

4. **DISC PERSONALITY TYPE,**
   DOMINANCE – VERY HIGH; INFLUENCE – VERY LOW
   STEADINESS – MID; COMPLIANCE – LOW
   DISC_Personality_Test_Report_Individualist_2019-08-06_10.45.12.pdf