

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**

Advanced mathematics, classical, and quantum physics

Physics

SEP 2017 – PRESENT

2. FULL SAIL UNIVERSITY

- **BACHELOR OF SCIENCE**

Digital marketing, team management, brand management, and entrepreneurship

Digital Marketing

SEP 2014 – DEC 2016

CERTIFICATIONS

1. HUBSPOT INBOUND CERTIFICATION,

HubSpot

Advanced mathematics, classical and quantum physics

NOV 2017 – JAN 2020

2. MAPPING THE MODERN WEB DESIGN PROCESS,

Lynda.com

Credential ID BA96A8

MAY 2015 – PRESENT

3. AFFILIATE MARKETING FUNDAMENTALS,

Lynda.com

Credential ID C4666D

OCT 2014 – PRESENT

4. BUILDING AN INTEGRATED ONLINE MARKETING PLAN,

Lynda.com

Credential ID AFBE4A

OCT 2014 – PRESENT

5. CONTENT MARKETING BASICS,

Lynda.com

Credential ID 470D8D

OCT 2014 – PRESENT

6. CREATING RESONATING IDEAS,

Lynda.com

Credential ID 74E22B

OCT 2014 – PRESENT

7. INTERNET MARKETING BASICS,

Lynda.com

Credential ID 1A292E

OCT 2014 – PRESENT

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**
 - Infusionsoft, 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

- | | |
|--|-------------|
| <p>2. ONLINE CAMPAIGN DEVELOPMENT,
Full Sail University, <i>Awarded</i></p> | <p>2016</p> |
| <p>3. ENTREPRENEUR 360,
<i>Nominated</i></p> | <p>2018</p> |
| <p>4. FAST COMPANY: MOST INNOVATIVE COMPANIES,
<i>Nominated</i></p> | <p>2018</p> |
| <p>5. INC. 5,000: FASTEST GROWING PRIVATE COMPANIES,
<i>Nominated</i></p> | <p>2018</p> |

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](#)