

# Michael J. Brogin

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## Education

### San Diego State University

San Diego, CA

*Master of Business Administration, Specialization: Marketing (G.P.A: 3.5/4)*

2014

### University of California, Los Angeles (UCLA)

Los Angeles, CA

*Bachelor of Arts Degree, History (20<sup>th</sup> Century European History)*

2010

## Professional Experience

### Dogtra inc.

Garden Grove, CA

#### *Marketing Manager*

2023-2024

- Spearheaded brand strategy to expand offline distribution and capitalize on online marketplaces, driving initiatives that boosted brand awareness and customer engagement.
- Led marketing initiatives, collaborating with Sales, Operations, and C-suite executives to identify and implement growth strategies, ensuring alignment and execution of integrated marketing campaigns.
- Leveraged quantitative and qualitative analysis to drive brand loyalty and generate sales leads, providing sales teams with effective marketing materials.
- Planned and executed go-to-market campaigns, integrating PR, social media, content, SEO, and advertising to increase brand visibility and market share.
- Handled trade and marketing budgets, optimizing resource allocation, while still representing the brand at trade shows, customer meetings, and executing additional projects as assigned by the Executive Team.
- Developed and managed engaging content across various platforms, including website updates, email marketing campaigns, and promotional materials, ensuring alignment with brand messaging and optimizing user engagement through strategic planning and execution.
- Maintained relationships with external vendors, including website hosts, SEO and SEM contractors, and Upwork web designers, ensuring project timelines, quality standards, and budgetary constraints were met while driving overall project success.
- Managed a team of four, delegating tasks and projects, while fostering an environment for collaboration, ensuring the timely completion of initiatives that support marketing objectives.

### Dynata, LLC

Remote

#### *Marketing Manager-AMER*

2022-2023

- Developed and managed all Market Research Agencies' (MRA) activities with a focus on nurturing and growing Dynata's customer base.
- Planned and executed marketing campaigns across North America and South America to generate new leads.
- Created content with the global marketing team to address (MRA) needs at each stage of their journey; amplifying content through multi-channel marketing campaigns to create demand, nurture, and generate sales pipeline.
- Localized global content and assets for the Americas region (AMER) market needs and demands.
- Managed events/trade shows and webinars to support MRA and Corporate goals that resulted in qualified leads.
- Worked cross-functionally with sales executives and their teams on a regular cadence to coordinate, communicate, and optimize marketing activities to drive the pipeline and promote leads.
- Produced weekly and monthly reports for sales and executive teams to measure marketing initiative's effectiveness.
- Optimized campaign activities to maximize Return On Investment (ROI) and made data-driven decisions by using Key Performance Indicators (KPIs).

- Built specific customer campaign journeys by segmenting target audiences, writing and designing communication, mapping interaction triggers, and scheduling the deployment.
- Prepared, tracked, and evaluated the marketing budget for events, memberships, third-party vendor cost and their impact on ROI.

### **Signature Payments**

Remote

#### *Marketing Specialist*

2020-2022

- Delivered quantifiable results by creating, implementing, and day-to-day management of large-scale, multi-platform, multi-product traditional, and digital marketing campaigns.
- Created and produced internal/external marketing materials, videos, PDFs, and other company assets.
- Managed online and social media strategy, including maintenance of social media profiles, various websites, intranet postings, announcements, services, and company awards.
- Communicated daily with clients, partner companies, and third-party product and solutions vendors.
- Documented analytics and user behavior, as well as reported on website and campaign data clicks, visits, etc.
- Analyzed competitive market strategies by examining industry trends, expanding markets, and viable services.
- Worked cross-functionally with other departments to execute different marketing initiatives.

### **Galpin Motors Inc.**

Van Nuys, CA

#### *Website Marketing Coordinator*

2017-2022

- Researched, designed, wire-framed, wrote content, and built custom landing pages for dealer and manufacturer programs, events, new vehicles, and other information for over 15 dealership websites.
- Managed 3rd party vendors' content updates, and app integrations of dealer owned and manufacturer websites.
- Worked with multiple Dealership General Managers and Brand Managers on a weekly and monthly basis.
- Conducted weekly audits of marketing initiatives and assets, ensuring their legal compliance and adherence to brand manufacturer guidelines.
- Maintained and updated over 15 automotive websites for 10 brands, ensuring offers, programs, vehicle pricing, inventory, vehicle, and dealership information and imagery were accurate and current.
- Ensured that all website marketing was in accordance with current sales events and other marketing campaigns.
- Aligned with Retail Marketing Manager that campaigns were supported by website updates, content, information.

### **UMS Banking (acquired by Celero Commerce).**

Glendale, CA

#### *VP Marketing*

2015-2017

- Executed print, email, and social media marketing campaigns to inform, retain customers, and acquire customers.
- Conducted market research using information collected in surveys on select target segments and vertical markets.
- Strategized and executed marketing campaigns that aligned with the company's strategic plan.
- Performed analysis of current and past marketing campaigns, documenting their status and KPIs.
- Produced and scheduled social media content for multiple brands' social media accounts and blogs.
- Generated original content for company's multiple websites, and created ads for various publications.
- Handled the department's annual budget, as well as memberships with various partner associations.

### **Competencies**

Brand Management, Content Creation, Market Research & Analysis, Email Marketing, Campaign Marketing, Marketing Automation, Customer Journey Building, SEM, SEO, Project Management, Website Management, Social Media Management, Event Planning & Management, Account Management, Inventory Management, Product Management, Lead Generation Management, Budgeting, Public & Government Outreach, UI & UX Design, Basic html, Graphic Design, Photo Editing, *Canva, WordPress, Figma, Adobe Creative, G-Suite, Hubspot, Asana, MailChimp, Microsoft Dynamics 365, Microsoft Teams, Jira, Shopify Plus, Klaviyo Suite, Pardot, Yotpo Emails and Reviews, Amazon Ad Central*