

# Michael Auth

Department Head, Marketing Manager | Business Growth Strategist

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## PROFESSIONAL SUMMARY

Result-driven marketing professional with 8+ years of experience with a proven track record in creating and developing successful marketing strategies. Skilled in Healthcare business growth through comprehensive strategies encompassing both print and digital mediums. Committed to continuous improvement and growth.

## AREAS OF EXPERTISE

- Brand Identity / Business Development
- Marketing Strategy / Automation
- Cross Marketing Campaign Development
- ROI Assessment
- Strategic Planning
- Project Management
- Website / SEO / SEM Management
- Community Engagement
- Data Visualization /Presentation Design

## CAREER HIGHLIGHTS

**Marketing Strategy:** Drove growth by restructuring, creative thinking, reducing budget by 50% and increased ROI 20%.

**Business Development:** Developed strategic partnerships & opportunities Leveraged marketing strategies achieving significant growth.

**Management:** Managed a high-performing team of 10+ individuals, achieving a 30% increase in productivity and implementing innovative strategies that significantly contributed to the overall success of the department.

## WORK EXPERIENCE

### **Marketing Manager - Boyd Industries, Inc | 2023 - Present**

Built of a successful marketing department by reorganization, strategic structuring, and streamlined vendor management, integrating cutting-edge marketing automation tools. Built a team of multiple department sales,

- **Team Leadership and Accountability:** Spearheaded and managed a dynamic marketing team, instilling a culture of accountability and fostering collaboration. Achieved a 25% improvement in team performance through strategic leadership initiatives and regular performance assessments.
- **Effective Communication and Practice Promotion:** Implemented comprehensive communication strategies to ensure effective team collaboration and promoted the practice through innovative marketing initiatives, resulting in a 15% increase in patient engagement and satisfaction.
- **Strategic Marketing Planning and Implementation:** Successfully developed, maintained, and implemented strategic marketing plans, goals, and objectives for a medical practice. Achieved a 20% increase in brand visibility and market share through targeted campaigns and initiatives.
- **Budget Oversight and Efficiency:** Managed and tracked marketing and advertising budgets, coordinating an annual review that led to a 10% reduction in marketing expenses while maintaining and enhancing campaign effectiveness.
- **Market Research and Competitive Analysis:** Conducted thorough market research, competition analysis, and demographic assessments to identify opportunities and challenges. Utilized insights to develop targeted marketing strategies, resulting in a 15% improvement in campaign effectiveness.
- **Marketing Toolkit Development and Distribution:** Developed and maintained a comprehensive marketing toolkit for use across clinical and surgical sites, ensuring consistent branding and messaging. Increased efficiency in marketing material distribution by 30%.
- **Multifaceted Media Management:** Oversaw and directed all media placements, Trade show events, print ads, print material, blogs, TV, website, and other channels. Achieved a 20% increase in media coverage and brand visibility through strategic media planning and negotiations.

### **Marketing Graphic Designer - Douglas Washing & Sanitizing | 2020 - 2023**

Integrated dynamic online strategies and impactful print campaigns to enhance brand presence. Leveraging expertise in social media management, I curated engaging content and visually striking print materials for a cohesive and compelling brand representation.

- **Campaign development:** Designed comprehensive social media strategies, curating engaging content to enhance brand presence and reach a diverse audience.
- **Print Design:** Implemented impactful print campaigns, leveraging graphic design skills and overseeing the production of visually striking materials.
- **Campaign Management:** Demonstrated proficiency in social media analytics, regularly assessing and optimizing campaigns for maximum effectiveness.
- **Collaboration:** with cross-functional teams to ensure a cohesive brand representation across digital and print platforms.
- **Project management:** coordinate and execute simultaneous social media and print initiatives, achieving seamless integration and consistent messaging.

### **Graphic Designer - Hide Park House | 2016 - 2020**

- **Web Design Expertise:** Proficient in crafting visually appealing and user-centric websites, ensuring a seamless online experience that aligns with brand identity and promotes engagement.
- **Strategic Branding:** Demonstrated ability to develop and implement cohesive branding strategies that reflect organizational values, creating a strong and consistent brand image across various touch-points.
- **Print Material Mastery:** Expertise in designing print materials such as brochures, business cards, and promotional materials, enhancing brand visibility and conveying a professional image.
- **Brand Awareness Initiatives:** Consistently contributes to brand awareness efforts by translating conceptual ideas into visually appealing designs that resonate with target audiences and leave a lasting impression.
- **Facilitating Growth:** Proactively collaborates with cross-functional teams to translate business objectives into visually compelling designs, supporting overall growth strategies and ensuring a strong visual presence in the market.

## **EDUCATION**

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**Bachelors of Science, Marketing.** Rasmussen College, Tampa Fl.  
**Associates of Science , Design.** Rasmussen College, Tampa Fl.

## **SKILLS**

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Proficiency Digital Marketing, Holistic Marketing, Customer Service, Google Analytics, Google Ads, Microsoft / Google CRM, Wordpress, E-commerce, Social Media Content Management Systems, Microsoft Suite Proficient, Word, Excel, Power Point, Teams, Adobe CC Proficient, Photoshop, Illustrator, Lightroom, Primer, After Effects, QuarkXpress, Filemaker Pro, Excellent communication skills, oral and written.