

Michael DiMaria

Marketing and Client Strategist

Skills

Public Speaking
Social Listening and Analytics
Creative and Professional Design
Editing and Project Management
Graphic Design
Advertising
Social Media Planning
Branding
Editorial Design
Page Layout
Color Theory
Sketching
Photography
Videography
Photo and Video Editing
Adobe Creative Suite
Typography

Contact

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St. Louis, MO 63130

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Work Experience

Marketing Manager, *Emphatic.co* | Saint Louis, MO

January 2019-Present

I help run a "done for you" social media software that curates, writes, and posts content for businesses across various social platforms.
-Managing ad campaigns across multiple social media outlets.
-Copywriting, graphic design, data analytics, and sales
-Finding and onboarding new clients and users for our service.

Account Manager, *LinkedSelling* | Saint Louis, MO

June 2016-January 2017

My expertise is in designing and managing lead generation campaigns that leverage LinkedIn, content marketing, outbound email, and more.
-Managing campaigns across multiple social media platforms.
-The main point of contact for clients
-Copywriting, graphic design, data analytics, and sales
-Research, campaign and content creation, execution, data recording and reporting.

Social Media Coordinator, *Dorel Home Furnishings* | Wright City, MO

March 2016-June 2017

Co-managed marketing, trend, design and media research and creation to be represented in aesthetically pleasing manner across all platforms including, but not limited to: websites, social media, print adds and trade show trend boards.
-Nearly tripled consumer following and likes on social media platforms like Facebook, Instagram, etc.
-Headed a major rebrand of Ameriwood Industries becoming Ameriwood Home.
-Direct and edit videos to be distributed across multiple media platforms
-Coordinated different events such as home and office remodelings, focus groups, etc.

Graphic Designer, *Lohr Distributing* | Saint Louis, MO

August 2015-March 2016

Coordinated the design and layout of promotional adds for different brands while also tasked in maintaining a consistent brand image for Lohr Distributing.
-Took part in the redesign of the new Bud Light look.
-Worked for the major Mardi Gras event designing, printing and mounting to be seen all around the city.

Education

Saint Louis University - Saint Louis, MO - 2015

Bachelor of Arts

Communications/Advertising
Visual Communication