

MIKE SIEMASZ

mikesiemasz@gmail.com | mikesiemasz.com | Chicago, IL | (734) 306-5688

EXPERIENCE

FourKites, Chicago, IL – *Customer Marketing Manager*

MAY 2019 – PRESENT

- Spearhead org-wide customer engagement, advocacy and marketing programs
- Led management and coordination of sessions, content and participation for annual customer conference
- Developed, launched and refined customer success story program
- Helped develop and lead first-ever customer awards program
- Built and manage robust customer testimonial tracker and database

Compuware, Detroit, MI – *Content Strategist*

JANUARY 2016 – MAY 2019

- Led content marketing and content strategy across the organization
- Reversed rapidly declining blog traffic to doubling year over year
- Developed and managed editorial calendar and a growing subscription list
- Launched and managed podcast featuring well-known industry experts
- Helped manage social media channels and launched company Instagram
- Contributed to improving overall SEO and web presence of corporate sites

Ignite XDS, Brighton, MI – *Lead Content Writer*

APRIL 2015 – JANUARY 2016

- Led team of three writers and social media coordinators
- Wrote and edited B2C content and managed social media for several clients
- Established internal content style guide based on AP Style

John F. Uznis Builders, Inc., Farmington Hills, MI – *Team Lead*

APRIL 2011 – APRIL 2015

- Led team of six in accomplishing various property management projects
- Organized project timeframes and deadlines
- Delivered reports on project progress and outcomes to upper management
- Represented company in daily engagements with property resident
- Captured feedback and reported back to management for review

EDUCATION

Eastern Michigan University

B.S. in Written Communication, magna cum laude

Minor in Marketing

TOOLBOX

Amazon Web Services • Basecamp • Confluence • CoSchedule • G Suite • Google AdWords + Analytics • Hootsuite • HubSpot • JIRA • Monday.com • MS Office • Pendo • WordPress • Salesforce • Slack • Sprout Social • SurveyMonkey • Temi