

Michael F. Glass

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Anaheim, California

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Summary of Qualifications:

Senior creative director, marketing professional & production designer helping businesses to build brand awareness and increase revenue. Experienced in developing and deploying creative assets for TV, social media, online video, PPC, SEO, CRM, SEM, trade shows & experiential events.

Key Skills:

- Art direction
- Adobe creative suite
- Brand development
- Content production
- Creative direction
- Copy & script writing
- Digital marketing
- Graphic design
- Photography
- Production design
- Post-production
- Videography & editing

Professional Experience:

Consulting Contractor

mfgcreative.com

Mar. 2021 – Present

Anaheim, CA

Contractor and consultant providing ecommerce, branding, digital marketing, art direction, video production, graphic design, copy / script writing & trade show production for several companies.

Marketing Director

So. Cal. Imports

Sept. 2018 – Mar. 2021

Long Beach, CA

Manage the build and launch of a direct-to-consumer e-commerce site featuring over 5,250 unique SKUs, with Google Analytics integration: socalautoparts.com

Results:

- 539% lift in e-commerce sales revenue
- 216% lift in conversions
- 42% lift in average order value
- 92% increase in email newsletter subscriptions
- 4,710% increase in instagram following
- 112% increase in facebook following
- Manage, develop, art direct & deploy branded assets on company blog & social media properties
- Direct and manage PPC & SEO agency partners to optimize ROI and conversion value
- Produce & deploy creative marketing materials via MailChimp and social channels, including: collateral, seasonal sales promotions, press releases, product announcements and CRM emails
- Produce monthly online marketing analysis reports
- Shoot and produce product photography
- Manage, develop and maintain website product content
- Manage and collaborate with outside influencers, vendors and media partners

Marketing & PR Manager | Photo Studio Manager
Classic Industries

May 2017 – Sept. 2018
Huntington Beach, CA

- Direct and manage high volume photo studio creating media materials and assets including copy, photography & video for company blog & social channels, press releases, product announcements, e-blasts nurturing & drip campaigns and company newsletters
- Designed and implemented a comprehensive project management system that improved photo studio efficiency by over 200%, adding transparency to stakeholders and accountability for production team
- Production and creative direction of new Classic Industries :30 and :15 TV commercials:
[“Late Nights” 30 second spot](#) & [15 second spot](#)
- Production and script writing for several 60-second OER product video spotlights
- Direct and manage high volume photo studio

Consulting Contractor
mfgcreative.com

Oct. 2015 – Apr. 2017
Anaheim, CA

Contractor and consultant providing art direction, video production, graphic design, marketing, copy / script writing & trade show production for several companies including Eagle Management, Nth Degree, GES Exposition Services, Shepard Exposition Services, Coastal International, Mugen Racing & Revelation Raceway.

Creative Director | Marketing Manager
Associated Electrics, INC.

Oct. 2004 – Sept. 2015
Lake Forest, CA

- Direct and manage creative department developing marketing materials for all brands under Team Associated, a manufacturer of elite radio-controlled cars and accessories.
- Deliverables include e-commerce site UX, packaging, TV and video production, print ads, graphic production, product catalogs, digital assets, large format trade show graphics, script & copywriting.
- Designed website for enhanced UX and increased conversions
 - Contracted PPC agency for e-commerce, resulting in 200% traffic increase
 - Collaborate with cross functional teams such as R&D, engineering, and sales to produce customer facing strategic creative solutions and graphic production services
 - Concept, shoot, edit and produce all aspects of digital photography and product videos.
 - Place and manage media buys for print, digital spaces & PPC
 - Collect and analyze market data to develop and support strategic marketing initiatives

Technical Skills:

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|-----------------------------|--------------------|----------------------|---------------|
| - Adobe Creative Suite | - Figma | - Logic Pro | - QuickTime |
| - Basecamp | - Google Analytics | - Kinsta Cloud | - Trust Pilot |
| - Boostability | - Google AdWords | - macOS | - Windows |
| - Capture One | - Google Suite | - MailChimp | - WooCommerce |
| - DropBox | - Hootsuite | - Microsoft Office | - Wordpress |
| - Canon EOS Utility | - HubSpot | - Native Instruments | - UA Luna |
| - Facebook Business Manager | - Instagram | - ProTools | - Zoom |

Certifications:

- Google Analytics for Beginners: Jan. 2018
- Hootsuite Platform Certification: Jan. 2018