

# WESNER C. MICHEL

Sr. Digital Marketing Manager

📍 CHICAGO, IL, UNITED STATES

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## ◦ DETAILS ◦

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## ◦ SKILLS ◦

SEO

SEM

Email Marketing

Web Analytics

Multi-Variant Testing

PPC/CPC

Social Media Marketing

Digital Marketing Strategy

Traffic Growth

## ◦ LANGUAGES ◦

English

## 👤 PROFILE

Strategic Digital Marketing enthusiast and Content Manager with over 9 years of B2B & B2C Digital marketing (acquisition and performance based marketing). Excellent skills in increasing conversion and traffic through various A/B testing through SEO/SEM/Social and various other channels. Recently moved to Chicago from NYC.

## 📁 EMPLOYMENT HISTORY

### Digital Marketing Manager at NuRide Transportation, New York

August 2016 – Nov 2018

I plan and execute all web, SEO/SEM, marketing database, email, social media and display advertising campaigns. Other duties include but not limited to:

- Design, build and maintain their social media presence
- I am responsible for measuring and report performance of all digital marketing campaigns and assess against goals (ROI and KPIs) via Google Analytics
- I identify trends and insights and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies, through various channels to reach the RIGHT audience
- Plan, execute and measure experiments and conversion tests via split A/B testing and multi-variant testing
- Collaborate with internal teams to create landing pages and optimize user experience with HTML, CSS & Javascript
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate
- Worked with 17 clients under NuRide Transportation umbrella.

### Global Digital Marketing Manager at L'Oéal USA, Designer Fragrances & Cosmetic Co., New York

November 2015 – August 2016

Matrix, L'Oéal -I work in Global Marketing Division working with nearly 37 different countries as they prepare for their product launches which includes a redesigned responsive website as well as a new launched iOS and Android app "Matrix Color Lounge".

For the website, I am responsible for all content changes (made with SiteCore CMS) on what is currently the parent/ master site template that other markets use.

I use Google Analytics, Tap Clicks, Tableau & Flurry to provide useful data on current users behaviors and report monthly KPIs reports to all 35 markets for both web and mobile app usages.

In preparation for market transitions, I work on 302 and 301 URL redirects to ensure visitors following inbound links/back links from 3rd party websites are redirects user to the latest URL path.

In the global digital marketing team I provide insights on current Paid/Display /Social/Organic traffic. I also provide assistance in SEO management ensuring the proper use of keywords to generate traffic from proper audience to ensure higher engagement and conversation rates.

### Digital Content Manager at Hiscox Insurance, New York

February 2014 – June 2015

Responsible for all consumer facing content across online channels including our transactional website, blog, mobile site, and email platforms.

Responsibilities:

- Content creation and management – implement all content updates and testing, build out pages for SEO updating customer facing pages on via CMS tool or HTML/CSS, updates and expansion of mobile site, WordPress development of new partner pages, management of microsites, and add/maintain marketing tracking tags across the site.
- User Experience and tracking KPI's with Google Analytics
- Ensure all creative work is 'on brand' and integrated with other communications.
- Worked with Google Analytics to track visitor behavior.
- WordPress management for blog plug-ins.
- Worked with JavaScript to develop and implement ideas from Marketing team.
- Worked with Social Media content.
- Worked with Photoshop and other Adobe products to create and implement rich content for website as well as marketing creatives.
- Worked with Maximizer and its implementation for user experience optimization through multiple A/B testing.
- Worked on Hiscox proprietary CMS, Backbase CMS & WordPress for front-end development and design (HTML/CSS).
- Worked on all XML sitemaps updates.
- Worked on all XML based 302 redirects.
- Worked with IT & Marketing department for back-end and implementation of codes & UTMs.

## Digital Marketing Manager at MediaPlanet

June 2013 – December 2013

Responsible for all traffic growth to multiple campaigns for MediaPlanet. Using online marketing tactics with traffic drivers such as Outbrain, I was able to decrease monthly spend and increase profit margins greatly on a PPC basis. I solely handled nearly 70 different client campaigns per quarter, with unique visitors ranging from 10,000-150,000 per campaign.

- Some clients include of the following companies (Just to name a few):

Carnival Cruises, Ernest & Young, University Of Cincinnati, Discover, Homes.com, HBC, Adobe, Ingram Content Group, Skype, Houghton Mifflin, Microsoft/Bing, Mercedes (CANADA), Sonic-Care, NovoCure, Blue Shield, Verizon, Hiscox

- Used Google Analytics to track KPI's and would perform multiple A/B tests to ensure we were engaging the right audience. I not only handled media purchases and also created SEO plans for the international company.
- Created content for multiple A/B testing to ensure we were reaching the right demography which would yield higher engagement as well as conversation.
- Worked on social media platforms to engage target market, as well as increase activity within current social media subscribers.

## Digital Marketing Manager at CommerceCapitalAdvance.com, Philadelphia

December 2012 – December 2013

Commerce Capital Advance is a merchant-funding firm, which provides advances for companies looking to expansion, and human capital growth.

Redesigned their original HTML site (commercecapitaladvance.com/old), into a HTML5/CSS3 website (commercecapitaladvance.com/). I also created a mobile version of the website which can be accessed by visiting m.commercecapitaladvance.com with auto-redirection based on the visitor's browser. Using my working knowledge of CMS, I created a WordPress blog which can be accessed via blog.commercecapitaladvance.com. I installed a chat service as well as implemented email marketing software for email campaigns that I manage. As a freelancer I also work on all online marketing strategies. Results were leads increased over 60% and costs were kept low!

Responsibilities:

- Handled Keyword Analysis, and Competitive Analysis

- Facebook/Google Ad Campaign, Search Engine Marketing Management (CPC, CPL, CPM)
- Content Management/SEO Implementation (HTML5)
- Chat Software installation and management on Linux CentOS Based Server
- Google Analytics for A/B testing (Email, Campaigns, Affiliate Marketing, SEM, SEO & Social Media)
- Created content for consumer facing web pages and well as creative for ad copy.

## Digital Marketing Manager at MarketGID Inc, NEW YORK

August 2010 – December 2012

MGID.com is the largest audience development platform in the world and unites thousands of websites. Reported directly to the Vice President as well as Board of Directors, My role as Digital Marketing Manager included but not limited to display advertising (CPC/CPA/CPM), Content creation Management, Web development Web Analytics, Social media marketing and social media management, Email/Database Marketing, as well as project management.

Accomplishments:

- Help increase traffic from 900K monthly uniques to 13.1 million per month ( Most visits came via Social Media management!)
- Hired staff to manage different aspects of Search Engine Marketing as well as SEO.
- Built webpages (HTML & CSS) and content for A/B Testing with Google Analytics Support
- Created social media tools with API implementation for further audience reach.
- Managed Affiliate Marketing (Commission Junction) campaigns
- Successfully increased their US advertiser based up to 60% in less than 9 months. Within this timeframe, managed to create a system, which is currently being used throughout all international offices (London, Ukraine, China, Kiev, NYC and LA Office) with a reach of over 500 staff employees.

**Responsibilities:**

Created all content for all advertisements whether CPM or CPC on our platform to ensure proper branding of our website. Targeting was based on location, however I am very familiar with Contextual Targeting and Behavioral Targeting.

## Digital Marketing Manager at CheaperthanPECO.com, Philadelphia, PA

April 2008 – August 2010

CheaperThanPECO.com is a web-based tool that allows residential and commercial property owners to find cheaper electricity alternatives.

Oversaw the Internet Marketing campaigns. Used Analytics to study internet user behaviors and used this data to support new pages and increase linking to these pages to increase advertising revenue in less viewed pages. During this period, created a plan, which included launch partnerships with companies in near space to help increase visibility of our services, which resulted in increasing their (web) traffic up to 200%. Through the use of SEM and SEO which includes outgoing as well as back links to and from high PR websites, we witnessed a change in website traffic and quality receptive leads.

Responsibilities:

- Handled Market Research (Google Analytics, Complete.com, Alexa).
- Designed and Implementing their website and logo.
- Created Website page content, Branding and Implementation with the use of Dreamweaver, Adobe Flash and Illustrator with FTP (FileZilla) for uploading to server, which I also managed.
- Assisted VP with marketing strategies through the use of Social Media.
- Researched, located and became members of target online market communities ranging from small online communities to membership of Tri-State Area Chambers of Commerce.
- Established Communities and maintaining online communities through blogging and content management.
- Used Salesforce to create and manage target leads for database/email marketing.

 EDUCATION

Temple University Fox School of Business, Philadelphia, PA

August 2004 – March 2008

 Degree: BA