

Michael Sorentino

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Digital Marketing Manager / Brand Manager

Results-driven marketing professional with a proven track record of driving transformative success across diverse projects and initiatives.

Adept at crafting and executing innovative brand strategies, content development, and social media campaigns that captivate and engage audiences. Instrumental in conceiving and launching multiple brands, podcasts, and websites, while consistently increasing revenue and web traffic through strategic SEO and ad agency collaborations. Known for creating compelling visual designs, from print ads to web graphics, utilizing top-tier tools like InDesign, Photoshop, and Illustrator. Exceptional content strategist and manager for all social media platforms, adeptly growing email lists and implementing email marketing strategies for exceptional outcomes. Highly analytical and skilled at identifying target member personas and optimizing marketing efforts to achieve tangible results. Passionate professional continuously striving to elevate brands and organizations to new heights through visionary leadership and data-driven decision-making. Invaluable experience in sales and brand consulting, leveraging these skills to drive business growth. Articulate communicator with exceptional interpersonal, leadership, analytical, relationship-building, problem-solving, and decision-making skills.

- Masters of Science in Marketing, consistently spearheading successful strategies and pioneering brand transformations.
- Astute at formulating and managing digital advertising budgets while excelling in creative endeavors like graphic design, video production, and photography.
- Stellar record of boosting sales and elevating brand equity through expertly executed content marketing campaigns.
- Seasoned in the art of marketing, with a profound understanding of strategy, planning, and innovative techniques.

Areas of Expertise

Marketing Strategy | Brand Strategy | Content Marketing | Graphic Design | Innovation Strategy | Email Marketing | Digital Marketing | Social Media Marketing | Project Management | Creative Direction | Web Design & Development | SEO & Web Traffic Optimization | Brand Management | Marketing Research | Podcast Marketing | Search Engine Optimization | Digital Content Management | Cross-Functional Collaboration | Brand Identity Creation | Revenue Generation | Team Leadership | Budget Management | Strategic Planning & Execution | Data-Driven Decision Making | Campaign Performance Analysis | Target Audience Identification | Advertising Campaigns | Visual Design | Market Research & Analysis | Account-Based Marketing (ABM) | Podcast Creation & Production

Professional Experience

Exemplar Design

Social Media + Brand Manager | 2021 to Present

Played a key role in the inception, strategic development, and successful launch of three cutting-edge brands. Demonstrated exceptional project management expertise, ensuring seamless ideation-to-launch timelines for both direct-to-consumer and retail ventures.

- Pioneered and executed innovative creative and social strategies that elevating numerous brands to new heights.
- Orchestrated a remarkable surge of over 100% in impressions and engagement (achieved without additional expenditure).

Concentrix (VOC)

Senior Marketing Specialist | 2020 to 2021

Formulated an advanced digital media strategy, prioritizing Search Engine Marketing and paid social to generate remarkable outcomes. Teamed up with sales leaders to conceive and implement a cutting-edge Account-Based Marketing (ABM) strategy.

- Achieved a phenomenal increase of 130% in social engagement through the implementation of novel content and engagement methodologies.
- Joined forces with corporate marketing to enhance the User Experience (UX) and User Interface (UI) of product pages on the website, ensuring a seamless and captivating browsing experience.

Masters Touch Salon**Marketing Consultant** | 2019 to 2022

Conceptualized and developed an innovative brand strategy with a keen focus on revolutionizing its identity, aesthetics, and emotional resonance. Crafted captivating collateral, including impressive business cards and a comprehensive services menu, reflecting the brand's renewed essence.

- Led the development and execution of an engaging and functional website layout, ensuring seamless user experience.
- Formulated powerful brand and content strategies, aligning them cohesively to drive the brand's narrative and impact across all platforms.

BHDP Architecture**Digital Marketing Coordinator** | 2017 to 2019

Pioneered the strategic direction and served as the driving force behind the resounding success of the Trends + Tensions podcast. Demonstrated exceptional design skills, curating an impressive array of collateral, including eye-catching brochures, impactful advertisements, logos, and visually stunning graphics.

- Executed video production and devised an exceptional video strategy for external and internal content that elevated the brand's visual storytelling to new heights.
- Formulated a comprehensive content strategy that led to a remarkable improvement of over 200% in engagement, captivating the audience with compelling and relevant material.

Milford Christian Church**Marketing + Social Media Consultant** | 2017 to 2019

Assessed and redefined church objectives, actively contributing to the establishment of a dynamic and renewed church identity. Assisted leadership in the identification and creation of precise target member personas, enabling a more focused and personalized approach to outreach. Offered strategic recommendations for fundraising initiatives, including leveraging platforms such as Amazon Smile, to drive financial support and enhance the church's outreach efforts.

- Created an effective social media and content strategy, enhancing the church's online presence and fostering meaningful connections with the community.
- Played a vital role in the creation, seamless migration, and successful launch of the new website, ensuring an enhanced digital platform to engage and serve the congregation.

Web Entertainment, Inc.**Marketing Manager** | 2016 to 2017

Spearheaded comprehensive content strategy and management across all social media platforms, delivering compelling and engaging content to a diverse audience. Leveraged ad agencies to maximize brand exposure and disseminate campaign messages to target demographics. Designed captivating print and web advertisements using industry-leading tools like InDesign, Photoshop, and Illustrator.

- Steered marketing strategy, successfully conceiving and executing revenue-generating campaigns that elevated overall business performance.
- Achieved a substantial surge of over 20% in web traffic through astute utilization of SEO and social media tactics.
- Devised and employed a highly effective email marketing strategy, which resulted in an impressive growth of the email list by more than 35%.

Additional Experience: Marketing Consultant at Lynn Seta, Author | Assistant Store Manager at Finish Line

Education and Credentials

Master of Science in Marketing | University of Cincinnati, Cincinnati, OH

Bachelor of Business in Marketing | University of Cincinnati, Cincinnati, OH

Bachelor of Arts in Philosophy | University of Cincinnati, Cincinnati, OH