

# MIKE MEHIEL Content Manager & Web Producer

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## SKILLS

### Design/Photo/Editing

Adobe CS6/CC (Photoshop, Indesign, Illustrator, Flash, Fireworks, Dreamweaver, Lightroom, After Effects, Premiere)

13 years of shooting photo and video with digital and film SLR cameras

### Development

HTML, CSS, PHP  
Javascript, JQuery

### CMS

IBM Web Content Manager, Sharepoint, Wordpress, Kentico, Joomla, Olapic, Shoutlet, Curalate

### CDN Asset Hosting

Scene7, Amazon S3

### Email Platforms

Wordfly, Cheetahmail, Constant Contact, Mailchimp, Liveclicker

### Web & Social Analytics

Google Analytics, Sysomos, CoreMetrics, Simply Measured

### Project Management

#### Tools

Basecamp, Trello, Jira, Workfront

## EDUCATION

Cal Poly State University,  
San Luis Obispo  
B.S. in Graphic  
Communication, 2008

## QUALIFICATION SUMMARY

Excels at bridging the gap between marketing, creative, and development teams and has proven success contributing to cross-channel marketing initiatives at every point in the process including strategy, execution, development, implementation, and analysis

Experience contributing to marketing, creative, and development teams on small and global scales in both agency and in-house settings

Team player with clear and effective communication and leadership skills

Complete knowledge of mobile and responsive design and development, social and user generated content integration, video content, asset management, and the latest trends in tech and marketing

## EXPERIENCE

### Digital Media Specialist, Presidio Trust 7/15–present

Consults on and executes best practices across all digital media: web design and content, email marketing, social media integration and more.

Create, manage and update multiple web properties. Work with agency to launch website redesign of main Presidio.gov website.

### Contract Web Producer & Content Manager, SF Symphony 5/15–7/15

Implemented responsive functionality across all email templates

Manage and implement all site updates using Kentico CMS

Design, code, and deploy emails

### Web Designer & Developer, Mike Mehiel Design 6/04–present

Jobs range from logo designs and email templates to full scale e-commerce websites, artist portfolios, and interactive campaigns and photography

### Owner, Destroy Cancer 8/12–present

Started destroy-cancer.org, a not-for-profit organization

Run all operations including product design and production, site development, product photography, marketing, and order fulfillment

### Social Media Marketing Manager, Men's Wearhouse 1/14–12/14

Led strategy and content creation for all social channels, collaborating with marketing, creative, and IT teams to ensure a strong, consistent social experience

Led innovation by utilizing tools like Olapic and Curalate to actively engage audience and drive sales, and utilized analytics to optimize everything from large strategic initiatives to daily posts

Worked directly with partners at Facebook, Twitter, Google, Yelp, and Foursquare to constantly innovate and improve organic and paid social media performance

### Interactive Producer, Men's Wearhouse 9/10–12/13

Built HTML, implemented code, and scheduled content for all site refreshes, and sliced, coded, and produced emails

Tested each site release and monitored site performance, tracked bugs, and fixed front-end site issues

Concepted, designed, and developed large digital initiatives including site pages, email templates, interactive campaigns, and sweepstakes

### Graphic Designer & Web Producer, Mez Design 7/09–9/10

Juggled multiple roles as lead designer, developer, and project manager, touching all projects across the agency and working directly with clients

Clients included Wells Fargo, Black Angus, The Doctors Company, Folio Wines, Marin County Fair, and Mary's Pizza Shack