

Michael Goldsmith

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## Objective

To apply my expertise as a Marketing/Branding Manager or similar position for a dynamic organization. One that is seeking to initiate or analyze and improve marketing, to assist reaching sales and operational performance goals.

## Professional Work Experience

Brand Manager – AMN Healthcare (Medefis and ShiftWise companies)

Omaha, Nebraska, 2015 to present

- Responsible for strategic brand management of collateral (flyers, infographics, case studies, white papers, blogs, videos, etc), websites/SEO, external/internal communications, print/online advertising, etc.
- Created a new SEO driven/mobile responsive website and responsible for updating via CMS
- Development and management of lead generation/results-driven social and email campaigns for prospecting, client expansion and other sales support efforts to reach company goals (beat OPS plan revenue by 100+%)
- Managed and combined Pardot and Salesforce instances and developed auto lead distribution from integrated websites, events, email and social campaigns
- Responsible for establishing and maintaining relationships with ad agencies and various marketing vendors
- SEO/SEM strategy and execution for lead generation and strengthening role in industry thought leadership
- Manage/coordinate 25+ annual trade shows, conferences, association memberships, sponsorships, presentations/roundtables/workshops and special events
- Responsible for vendor/agency relations and annual recognition program
- Support office locations in community relations, design requests and special events
- Responsible for the destination research and selection, planning and coordination of President's Award Trips

Graphic Designer/Marcom – Radio Engineering Industries (REI)

Omaha, Nebraska, 2012 to 2015

- Responsible for the graphic design of the annual product catalog, collateral materials, email/social campaigns, trade show support, etc.
- Coordinated with vendors and implemented new branding of website, collateral, product packing, email/social campaigns, print and web ad campaigns
- Website management/updating for SEO using CMS
- Designed/developed sales email and social media campaigns
- Managed all in-house product photography, photos and video shoots

- Planned and coordinated special events, news conferences, public/community relations and employee communications/events
- Assisted with trade shows

Production Designer, Lincoln Financial Group (formerly Jefferson Pilot Financial)

Omaha, Nebraska, 2010 to 2012

- Responsible for graphic design of all collateral materials for all divisions, brokers and clients
- Design and development of all print materials, print advertising, multimedia, intranet / internet websites, corporate videos and all special event materials and related items
- Designed graphics for trade show booths
- Planned and coordinated special events for Omaha Group Division of Lincoln Financial Group
- Supported Omaha Group Division of Lincoln Financial Group with onsite design requests

Marketing Specialist/Graphic Designer, Jefferson Pilot Financial

Omaha, Nebraska, 2004 to 2010

- Responsible for graphic design of all collateral materials for group insurance division, brokers and clients
- Design and development of all print materials, print advertising, multimedia, intranet / internet websites, corporate videos and all special event materials and related items
- Designed and coordinated production of trade show booths
- Coordinated trade show logistics including setup, operation and tear down
- Planned and coordinated special events for group insurance division
- Support other divisions of Lincoln Financial Group with design requests

Marketing Specialist/Graphic Designer, Data Transmission Network (DTN)

Omaha, Nebraska, 2002 to 2004

- Responsible for all graphic design for Market Access Division
- Developed and designed all product brochures and literature
- Designed all print advertising primarily for magazines and other trade publications
- Created and uploaded advertising for satellite broadcast network
- Designed website graphics and advertising
- Created television commercials for national broadcasts
- Produced and designed trade show booths
- Coordinated trade show booth logistics including setup, operation and teardown

- Researched and planned advertising and marketing for consumer and B to B products and services

Marketing Specialist/Graphic Designer, Adesta Communications (formerly MFS Network Technologies)

Omaha, Nebraska, 1999 to 2001

- Responsible for marketing efforts and some public relations for fiber optic network company
- Designed and developed corporate website
- Assisted with company intranet development
- Lead consumer marketing efforts for HDTV, digital cable, DSL and telephony in local markets
- Lead B to B marketing efforts for video conferencing, data services, telephony services and DSL
- Coordinated trade show booth logistics including setup, operation and teardown
- Developed multimedia pieces (marketing / sales cd roms) from concept creation to production and follow-through
- Created trade show multimedia kiosk
- Developed and designed brochures for high-tech products and services
- Involved in new market research, consumer market research, community relations / events, marketing plan development and budgeting

Director of PR/Communications, Great Plains Paralyzed Veterans of America Education Center

Omaha, Nebraska, 1993 to 1999

- Responsible for all public relations and marketing
- Lead community and media relations for organization as well as special events (technology and recreation expositions and conferences)
- Created and wrote newsletter, program publications and materials, facility, special event and program marketing pieces
- Coordinated trade show exhibitions and spoke at industry events
- Designed, developed and managed website, multimedia marketing pieces, audio / visual (sound systems, video systems, telecommunication systems, computer / multimedia systems) initiatives, setup and operation
- Assisted with program creation
- Designed, setup and managed all computer and non-computer assistive technology systems and labs

Owner, Rubber Chicken Productions

Omaha, Nebraska, 1982 to present

- Provide web page design, graphic design of flyers, logos, email/social campaigns, etc.

- Specialize in music, multimedia, video, slide shows, sound system setups and related entertainment for special events, weddings, formals, corporate celebrations, anniversaries and other private parties
- Experience with political campaign communications, materials and handling special events

## Education

Bachelor of Arts in Communications and Public Relations from University of Northern Iowa, 1993

## Software Experience (Mac but also Windows proficient)

- Adobe Creative Suite
- SalesForce
- Pardot
- MailChimp
- ConstantContact
- SurveyMonkey
- Eventbrite
- Hootsuite
- WordPress
- Microsoft Office
- Video editing and other graphics-related software
- PC and nonPC assistive technology

## Community Involvement and Personal Accomplishments

American Advertising Federation (AAF) Omaha - Chairman of the Board (2012-2013) - President (2011-2012)

Named AAF National President of the Year (2012), Named AAF District President of the Year (2012)

Lead National AAF Chapter of the Year (2012) Omaha, Board of Directors of the Omaha Federation of Advertising

Award and Judge Committee Member of the Insurance and Financial Communications Association

Knights of Ak-Sar-Ben

River City Roundup and Rodeo

Harrison County, Douglas County and Buffalo County Fairs

References and expanded career history available upon request.