

# MICHAEL POELTL

## Corporate Branding and Marketing Specialist

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### Areas of Expertise:

- Governing brand identity
  - Improving corporate visibility
  - Developing POS materials
  - Website management
  - Social media campaigns (Twitter, Facebook, LinkedIn)
  - Request Proposals/Copywriting
  - Service/Product positioning
  - Strategic planning
  - Competitor analysis
  - Budget Management
  - Team leadership
  - CRM
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### Professional Experience:

KITCHEN FITTERS – 6 Month Contract

February, 2013- July, 2013

#### Marketing Manager

Managed the company marketing department, which was responsible for branding standards, social media set up and maintenance, advertising campaigns, POS materials, competitor analysis, and other duties that helped the company meet customer needs and maximize profits.

### Accomplishments:

- Liaised with third party designer and directed re-designed of the company website to improve navigation, relevance, and allow customers in the GTA to submit quote requests.
- Conceived and directed a marketing campaign for Hamilton's Ugliest Kitchen Contest via Facebook. **Results brought in over 800 new 'likes' to the page and raised local awareness within two months.**
- Established a consistent look and feel for the brand, improving recognition.
- Worked with local BIA's, newspapers, radio stations and Chamber of Commerce.
- Created basic CRM to capture client information.

### Responsibilities:

- Managing the company brand and marketing strategy.
- Monitoring and analyzing market trends and developing strategies to meet them.
- Reviewing competitor products and services.

### Endorsements:

*Mike is a dedicated professional. He's goal-oriented, motivated, and deadline-focused. With a natural skill for resource management and his expertise in marketing, Mike can be an example for everyone in the industry. Working with him on any project was always a positive experience, as he would approach assignments with an open mind and creative flair (while keeping an eye on efficiency).*

-Adrian D'Alimonte,  
Senior Visual Designer (UX),  
AppCentrica Inc.

*Michael has a creative ability which enhances his role as the marketing manager. Also he has a professional aptitude to stay on targets and time lines, and is always in positive spirits.*

-Stephen Skilling,  
Technical Sales  
Representative,  
Robco Inc

*Mike always has an eye on the future when it came to developing marketing strategies. His thorough understanding of both online and offline promotion will put any company in good stead.*

-Rose Keefe,  
Copywriter,  
Blue Giant Equipment Corp.

BLUE GIANT EQUIPMENT CORPORATION  
2008-2013  
**Marketing Manager**

Managed the company marketing department, which was responsible for branding standards, advertising campaigns, POS materials, competitor analysis, and other duties that helped the company meet customer needs and maximize profits.

**Accomplishments:**

- Redesigned the company website to improve navigation, introduce more relevant content, and allow customers worldwide to submit product quote requests. **Site visits jumped 70% over the course of three years.**
- Built an internal marketing department - held interviews and hired Graphic designers, Copywriters and web specialists. Managed each of them and gave annual reports to my VP.
- Conceived and directed several marketing campaigns including for the SVR303 hydraulic vehicle restraint, which went on to **win *Plant Engineering* magazine's 'Product of the Year' competition in 2010. This**
- Established a consistent look and feel for the Blue Giant brand, improving its recognition. **Website keyword analysis confirms that web searches for 'Blue Giant dock levelers' increased steadily from 2008 onward.**
- Planned and managed *Face to Face*, a three-day conference attended by Blue Giant distributors and licensees from all over the world. The conference **strengthened the depth and effectiveness of communication between corporate headquarters and the company's global representatives.**
- Began process to rework the dated **CRM** database with a team of department heads.

**Responsibilities:**

- Managing the company brand strategy and marketing budget
- Monitoring and analyzing market trends and developing strategies to meet them
- Reviewing competitor products and services
- Exploring opportunities to improve Blue Giant products and increase profitability
- Directing and overseeing POS material creation: brochures, videos, and photography
- Keeping the corporate website current and relevant to customers and the industry
- Working with various department heads within the company to design departmental strategies for sales and marketing
- Researching opportunities for advertising Blue Giant through print, web and trade shows
- Preparing and managing marketing plans and budgets

CANADIAN PROCESS SERVING INC.  
2004-2008

**Web Developer and Promotions Specialist**

Hired into newly created position to develop a website and POS materials for the world's largest private process serving company.

**Accomplishments:**

- **Designed the corporate website** for Canadian Process Serving Inc. and its U.S. subsidiary, United States Process Serving Inc.
- Designed and implemented social media campaign that saw the **company website appear in the Top 3 Google search results for all of its chosen keywords**
- Organized local marketing efforts for the company's 200 satellite offices, **causing sales to climb by at least 10% per year from 2004 to 2008.**

**Responsibilities:**

- Developing site architecture, content, and functionalities
- Producing site analytics reports
- Growing company profile online and in trade publications
- Designing logos, brochures, and branded giveaways for trade shows
- Representing the company at industry-related trade shows all over Canada and the U.S.

**Education:**

- Canadian Marketing Association: Integrated Marketing – 2012
- Sheridan College: Graphic and Web Design – 2004
- Sheridan College: Illustration diploma - 1994