

Michael DiMaria

Digital Marketing

Skills

Social Listening and Analytics
Creative and Professional Design
UX Design
Editing and Project Management
CRM Optimization
Graphic Design
Advertising
Social Media Planning
Branding
Editorial Design
Page Layout
Color Theory
Sketching
Photography
Videography
Photo and Video Editing
Adobe Creative Suite
Typography
Public Speaking

Contact

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e. dimaria778@gmail.com

Work Experience

Marketing Coordinator,

Miniature Market | Saint Louis, MO | May 2019-Present

I am responsible for brand direction, co-managing the marketing team, and translating company goals into data-backed results.

- Manage over \$300k in marketing budget
- Have surpassed revenue goals consistently during tenure
- Increased our female base from 5% to 11%
- Overhauled social media strategy using lifestyle images and videos

Marketing and Client Strategist,

LinkedSelling/Emphatic.co | Saint Louis, MO | June 2017-March 2019

I designed and managed lead generation campaigns that leveraged LinkedIn, content marketing, outbound email, and other digital mediums.

- Managed and ran campaigns across multiple social media platforms
- Served as main point of contact for clients

Social Media Coordinator/UX Designer,

Dorel Home Furnishings | Wright City, MO | March 2016-June 2017

I researched marketing trends, design, and media to be presented in an aesthetically pleasing manner across all platforms including websites, social media, print ads, and trade show trend boards.

- Tripled consumer following and likes on Facebook and Instagram
- Headed a major rebrand of Ameriwood Industries becoming Ameriwood Home
- Singlehandedly created brand guide for Ameriwood Home
- Directed and edited videos to be distributed across multiple media platforms
- Coordinated events such as home/office remodelings and focus groups
- Designed the e-commerce website for AmeriwoodHome.com

Graphic Designer,

Lohr Distributing | Saint Louis, MO | August 2015-March 2016

I coordinated the design and layout of promotional ads for various brands while maintaining a consistent brand image for Lohr Distributing as a whole.

- Co-creator for redesign of the Bud Light brand
- Curated and designed event advertisements and signage for Saint Louis Mardi Gras celebration, the 2nd largest in the nation

Education

Saint Louis University - Saint Louis, MO - 2015

Bachelor of Arts

Communications/Advertising
Visual Communication