

Michael Wachs

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PACIFIC GROVE, CALIFORNIA

AUGUST 2022 - FEBRUARY 2024

Digital NEST

Associate Director/Interim Director

- *Manage and art direct a team of ten designers in order to produce work for a range of local businesses, non-profits, and government clients*
- Brainstorm creative ideas, facilitate client meetings, scope out projects, build timelines, and managed projects to success
- Create processes and playbooks for the design internship program and how to better market Digital NEST's services
- Provide guidance and support to team members on topics including hard and soft skill-building, job interview prep, and career development
- Gather with other departmental managers to ensure organizational growth, program alignment, and organizational efficiency
- Network with community members, professionals, and educators to expand Digital NEST's reach

SEPT. 2017 - SEPT. 2019

Poetic

Director of Marketing

- Led branding workshops to identify the company's values and mission
- Developed a strategic plan, positioning and messaging for the company
- *Established and drove the acquisition strategy for new customers across online, mobile, and offline channels*
- Established key performance metrics and provided regular progress reports
- Created website copy, white papers, case studies, solution briefs, sales and customer presentations, trainings, newsletters, and FAQs
- Conducted market and competitive analyses to define and interpret trends, data, and other relevant information that led to organizational decision-making and securing clients

SEPT. 2019 - NOV. 2021

Lemonada Media

Chief Marketing Officer/Art Director

- Crafted brand development and marketing programs for a venture-backed startup
- *Worked with platforms (Apple, Stitcher, etc.), show hosts, and audio production teams to create and market unique identities for more than 20 podcast series*
- Designed, developed and managed the website to host show episodes, online store, members' portal, and articles
- Contracted with artists and vendors to produce stickers, printed materials, pins, large format graphics, and merchandise
- Budgeted, created, and tracked efficacy of Google, billboard and digital ads
- Built a social media calendar and managed a team of three to produce organic content and frequent email newsletters
- Produced presentations for investors, advertisers, talent and internal teams

SEPT. 2005 - JAN. 2007 / JAN. 2008 - JUN. 2011

Texas Commission on the Arts

Admin. of Print & Online Publications

- Designed and launched new brand identity for the Commission
- Created native content that engaged target constituents across multiple platforms, including (but not limited to) digital, video, and print
- Developed the architecture, layout and functionality of the Commission's website. Duties included maintaining, monitoring, and preparing reports on its performance
- Solicited project bids, maintained relationships with outside vendors, controlled budgets, prepared artwork for print, and oversaw proofs
- *Organized and assisted in putting on live events with hundreds of attendees*

EDUCATION

University of Texas at Austin

BFA, Design

2005

Harvard University

Urban Planning

Career Discovery

2001

ADDITIONAL EMPLOYMENT

All Access Today — *Designer + Writer*
The Black Sheep Agency — *Strategist*
Boys & Girls Club — *Educator*
Campaign Zero — *Video Producer*
Coldwell Banker — *Realtor*
FKM Advertising — *Designer*
Hunter Real Estate — *Realtor*
The Jewish Outlook — *Designer*
Matinee Media — *Strategist*
Marc English Design — *Intern*
Nasty Little Man PR — *Intern*
Phoenix Suns — *Designer*
Pop Culture Press — *Art Director*
Rec Room — *Art Director*
Stewart Title — *Designer*
Toyota — *Blogger*

EXPERTISE & SKILLS

Adobe Creative Suite
Asana
Brand Development
Business Analysis
ClickUp
Competitive Intelligence
Content Marketing
Copywriting
Creative Strategy
DaVinci Resolve
Design Thinking
E-Commerce
Figma
Google Analytics
Graphic Design
HTML/CSS
Management
Project Management
Research
Sales
Search Engine Optimization
WordPress

STRANGE BUT TRUE 🌀

Trended worldwide on social media after listing to sell our house for 150 dollars

Ran for Mayor of Pacific Grove in 2022

Helped pass a Texas law requiring insurance companies cover hearing aids for children