

# MIKE KALIL

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*Experienced marketer with proven success boosting inbound sales leads, enhancing brand awareness and increasing the likelihood of businesses getting noticed by relevant consumers. Specialties include online marketing, marketing automation, content development, search engine optimization/marketing, social media, conversion optimization, copywriting/editing and web content management.*

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## PROFESSIONAL EXPERIENCE

### **ZUKEN, Westford, MA**

Digital Marketing Specialist, November 2012 – Present

- Managed Zuken's main website in four languages – English, German, French and Italian – using Sitecore. Helped migrate the company's old site, last redesigned in 2007, and its 70,000 components to a new design.
- Worked with an international team, spanning North America and Europe, to execute successful digital marketing campaigns.
- Managed marketing automation, nurturing and email campaigns in North America using Marketo. Campaigns included product demos, webinars, white papers and newsletters.
- Deployed advanced SEO tactics to maximize visibility. Recommendations and work increased organic search traffic by at least 30%. Also managed many successful Google Adwords campaigns throughout the Americas and Europe.
- Built and helped manage an online community for Zuken software users in North America, located at [community.zukenusa.com](http://community.zukenusa.com). The community's beta version went live in August 2016.
- Designed and managed an iOS/Android app for the company's international series of events, Zuken Innovation World.
- Software used: Sitecore, Marketo, Dotmailer, ExactTarget, WordPress, Photoshop, Illustrator, Fireworks, Dreamweaver, ZenDesk and more.

### **DANCONIA MEDIA, Weare, NH**

Internet Marketing Specialist, July 2008 – November 2012

- Boosted website traffic and sales leads for many businesses through organic SEO.
- Wrote content for online and print marketing collateral, including website landing pages, press releases, blog posts, newsletters, brochures and fliers.
- Managed client websites using multiple CMS platforms, including Joomla!, Drupal, WordPress, Magento, CMS Made Simple, concrete5 and Volusion.
- Controlled multiple business social media accounts (Twitter, Facebook, LinkedIn) using HootSuite.
- Trained clients and produced manuals on how to use Joomla!, WordPress and CiviCRM.

### **NEW HAMPSHIRE UNION LEADER, Manchester, NH**

Correspondent, August 2005 – July 2008

- Wrote daily stories covering crime, politics, business, education, health, and breaking news for the Granite State's largest paper.

## EDUCATION

### **Keene State College, Keene, NH**

*Bachelor of Arts, Journalism*