

**Michael Grover**

mike@michaelgrover.com (213) 819-8217 http://www.michaelgrover.com

**SUMMARY**

Senior-level product manager and marketing professional with experience with digital and traditional products.

Analytics-driven, award-winning, and bilingual (Spanish/English) with a global perspective. Highlights:

- **Data & Content Products:** Extensive experience productizing and marketing digital data and content products with emphasis on revenue and analytics measurement.
- **Marketing:** Strategy and planning, agency and creative management, budget responsibility; digital, events, print (ads and collateral), and social strategy and execution. Very KPI-oriented.
- **International/Localization:** Monitored and supported the localization process across 110 language sites and handled SEO for international sites. Provided ongoing analytics reporting (traffic and SEO) for international marketing teams. Speak Spanish fluently.
- **Market Experience:** Technology, Healthcare, Academic (Library), B2B, SMB, OEM.

**EXPERIENCE**

**Oracle Corporation** International Marketing/SEO

11/16 – 3/19

Acted as a consultant/advisor to international marketing teams and worked closely with central publishing on critical product web pages.

- Work with international publishing teams (mainly EMEA and APAC) to improve organic site performance.
- Extensive analytics reporting to monitor international site traction, search responsiveness, and conversions.
- Create analytics reports monitoring site conversion, performance, and to quickly surface problem areas.
- Engage with translations company and monitor/support the localization process across 110 language sites.
- Combined analytics data with external industry spending data to help prioritize international sites.

**The Marketing Group** Consultant

6/15 – 11/16

Marketing strategy and product development for technology and media products.

- Siteroll.tv: Developed and designed OTT solution to package, promote, and broadcast independent video.
- ThinkerDeck: Built and launched award-winning note-taking app. Generated 5,000 downloads.
- Codegirl Movie: Audience research and marketing plans designed to identify potential viewers using lookalike audiences in Facebook.
- The Influencer’s Bureau: Built a system which tracks publicly available social postings focused only on B2B individuals and organizations.

**The Channel Company** VP Digital Products

1/12 – 5/15

Digital product planning and strategy. Owner and roadmap holder for all digital products for media/events company. Reported to CEO.

- Led cross-team digital product planning coordinating marketing, sales, editorial, and audience development.
- Drove all development and publishing technology priorities.
- Built popular custom projects into products, reducing development time to nearly zero while increasing throughput of highly profitable projects and clearing a huge path for development priorities.
- Attended events, polled customers, built events apps.
- Launched Tech News app as news app framework for other divisions. Grew to 45,000 downloads.

**UBM TechWeb** Director of Content Operations and Syndication

4/08 - 1/12

Worked with 20+ brands to launch and promote successful and profitable web and mobile products. Reported to VP of Content. Used data-mining to help identify and prioritize development and launch digital products. Created topic-based social media network and social sharing policies that resulted in an organic. Responsible for analytics as well as organic and paid traffic generation using SEO and SEM.

**United Business Media CMP Medica** Director of Online Media

12/05 - 4/08

Director of all online business with P&L responsibility for startup healthcare publishing division within large media company. Reported to CEO. Worked across four specialties to create digital product plans and priorities for all ad-supported and subscription-based digital products. Attended many healthcare trade shows, worked at booth to demo products and get feedback. Budget and revenue forecasting and reporting. Built and supervised entire digital publishing team including Sales, Marketing, Product Management, Ops, and Analytics.

**CMP Media** Director of Online Marketing

6/00 - 12/05

Director of Marketing for the TechWeb Network, an award-winning network of sites serving IT professionals. Responsible for marketing strategy and execution, trade show/event marketing plus print ads and collateral (sales sheets), conference presenter, creating new digital products and traffic-driving programs and activities. Reported to VP Online. Responsible for analytics.

**Also:**

**MediaMap:** Web Product Marketing Manager | **Modern Age Books/Books24x7.com** Director of Marketing |

**SilverPlatter Information** Web Product Marketing Manager

## EDUCATION

**Emerson College** BFA , Creative Writing/Publishing

## AWARDS

- Winner of 2 Best of The Web Awards from MIN's Magazine: "Dogear Peelback" for Ad Unit of the Year and "Tech Blog Awards" for Website Marketing using social media
- Best note-taking app for high school students for ThinkerDeck by Appolearning.com
- Publisher's Award for Innovation from United Business Media

## LANGUAGES & PROGRAMMING

- English & Spanish
- Omniture, Google Analytics, Adobe Analytics, PHP, MS Office, Photoshop, Premiere, After Effects, Xcode, Screenflow (demo software), MySQL, HTML5, Javascript