

## Michael Grover

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(213) 819-8217 Los Angeles, CA

Digital marketing and communications professional with significant content, analytics, SEO, and team management experience. Self-motivated and creative problem solver. Award-winning, analytical, technical, and bilingual (Spanish/English) with a global perspective.

- **Content Strategy and Development:** Extensive experience collaborating with editorial teams to create and deploy journalism-based content products; develop editorial calendar taxonomies and analytics for new content and product development with high conversion rates.
- **Marketing and PR Leadership:** Internal and External strategic communication strategy and planning, agency and creative management, branding; strategic direction, digital campaigns, events, and social strategy and execution. Won Best of Web award for viral news marketing program. Very KPI and goals oriented.
- **International/Localization:** Supported localization process across 110 language sites working with regional marketing teams on international SEO. Provided ongoing analytics reporting (traffic and SEO) with goal of improving conversion rates. Speak Spanish fluently.
- **Analytics:** Ran audience research department conducting semi-annual audience profiling as well as created custom research products for clients; expert at using Google and Adobe Analytics to understand audience needs and new product opportunities. Provided training services.

## EXPERIENCE

### Oracle Corporation International Marketing & SEO

11/16 – 3/19

Provide leadership for international marketing teams, internal stakeholders, and central publishing on critical product web pages. Work independently, connecting with marketing teams as needed.

- Localized SEO for many countries, keyword discovery and tracking, reporting to improve organic site performance. Mainly EMEA, APAC, and LATAM.
- Analytics reporting to monitor international site traction, search responsiveness, conversions, and to quickly surface and fix potential problem areas.
- Invented reporting tool connecting site traffic to SEO keyword data. Developed tool for prioritizing development of competitive international sites.

### The Marketing Group Consultant

6/15 – 11/16

Marketing strategy, audience research, and product marketing for technology and media products.

- Siteroll.tv: Developed and designed OTT solution to package, promote, and broadcast independent video.
- ThinkerDeck: 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.
- 24 Hour SEO Audit: Built a tool and process for providing technical audits with 24 hour turn-around.

### The Channel Company VP Digital Products

1/12 – 5/15

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

- Collaborate across organization for digital product planning to coordinate marketing, sales, editorial, and audience development.
- Drive all development and publishing technology priorities, manage internal communications

- Increased availability by 10x of highly profitable custom projects by turning them into SEO-optimized products while reducing development time to nearly zero.
- Launched ad-supported Tech News app framework. Grew to 45,000 downloads. Generated ~1M new and incremental ad and subscription revenue in first 6 months.

**TechWeb** Director of Content Operations and Syndication

4/08 - 1/12

Supervise content workflow for 20+ daily news brands. Reported to VP of Content.

- Analytics and organic promotion.
- Data-mining to identify and propose new digital products.
- Created topic-based social media strategy that resulted in a measurable organic lift in traffic from Twitter and Facebook.

**CMP Medica** Director of Online Media

12/05 - 4/08

Director for startup healthcare publishing division within large media company. Worked across four specialties to create innovative digital product plans across web, digital events, and video. Hired and supervised entire digital publishing team. Reviewed and reported on acquisition targets. Reported to CEO.

**TechWeb Network** Director of Online Marketing

6/00 - 12/05

Director of Marketing for award-winning news network of sites. Reported to VP Online. Responsible for:

- Brand identity and strategic communication and marketing.
- Traffic-driving programs (SEO, promotions, SEM), marketing strategy and execution, Public Relations, advertising, event marketing plus print ads and collateral (sales sheets), conference presenter.
- Invented "Dogear" ad unit deployed across dozens of sites which generated millions in new revenue.
- Creating new digital products and providing internal communication to sales and editorial.
- Responsible for analytics reporting and training.

**Also:**

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

## EDUCATION

**Emerson College** Bachelor's Creative Writing/Publishing

## AWARDS

- MIN's Magazine: Best of The Web Awards: "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

## SKILLS

- English & Spanish
- Google Analytics, Adobe Analytics, Screaming Frog, Brightedge, Google Search Console, PHP, MS Office, Photoshop (advanced), Premiere, After Effects, Xcode, Screenflow (demo software), MySQL, HTML5, Javascript