

Michael E. Rubin

Westlake Village, CA • merubin@gmail.com • 847-370-3421 • michaelrubin.me

Marketing Director Summary

- 20 years of experience in Digital Marketing, Social Media, Content Marketing, PR, and Marketing Communications across the Banking, FinTech, Life Sciences, HealthCare, SaaS verticals (B2B, B2C, and Non-Profit, early-stage startups).
- Management: 10+ years of experience as a “player/coach” managing teams of direct reports, freelancers, and agencies.
- Strong familiarity and hands-on experience with CRM and marketing automation platforms, including Salesforce and HubSpot.
- Strong analytical skills, with the ability to track and analyze marketing metrics and use data to inform decision-making.
- Nicknamed “Mr. Ambassador” for my ability to collaborate and work across silos to Get Things Done with Grace.
- **5-second elevator pitch:** I transform brands from “the best kept secret” to “indisputable thought leaders.”

Work Experience

QuartzBio • Remote • 09/2022 - 01/2024

Associate Director of Content

- Developed and led content strategy to increase awareness and audience reach for QuartzBio’s B2B SaaS biotech solutions, resulting in 2x increase of sales-accepted leads (SALs).
- Developed content including website copy, nurture and drip emails, blog posts, white papers, case studies, use cases, slide decks, webinars, and video.
- Doubled LinkedIn engagement and increased impressions by 130% by championing the voice of the customer and employee advocates, establishing brand guidelines and best practices.
- Increased B2B webinar attendance by 90% from 2022 to 2023 through Account Based Marketing (ABM) campaigns and content creation focused on Life Sciences and Clinical Operations verticals.
- Note: Laid off in global re-org.

Springboard Enterprises • Remote • 09/2021- 09/2022

Director of Marketing Communications

- Served as advocate and storyteller for Women and BiPOC entrepreneurs and founders in Life Sciences, HealthCare, and Technology as the 22-year-old non-profit organization’s first-ever Marketing Leader.
- Overhauled the look-and-feel, production, and delivery of all marketing content, including thought leadership articles, donor pitches and CEO communications, blog and social media posts, PowerPoint decks, video reels.
- Led complete overhaul, redesign of website, including RFP and vendor sourcing, project management, and content development ([click here for Before and After](#)).
- Doubled website traffic in 2022 through paid & organic social media campaigns and SEO tactics, driving an increase of 31% in impressions and engagement by 253%.
- Implemented new email marketing strategies, leading to increase in attendance at in-person events, 25% boost in open rates, 3X uptick in click-through rates, and 2X decrease in unsubscribe rate.
- Management: served as player/coach with 1 direct report, 2 freelancers, and 8 interns.
- Note: Role eliminated due to business downturn.

Passageways • Indianapolis, IN • 08/2019 - 08/2021

Content Marketing Manager

- Developed and led B2B SaaS marketing (CPaaS) strategy to drive lead and acquisition across the customer journey, resulting in the doubling of website traffic and 40% increase in sales-accepted leads (SALs).
- Partnered with Product, Customer Success, and Sales teams to re-write SDR email cadence, produce 20 customer case studies, organize 15 webinars to generate a 150% increase in marketing-qualified leads (MQLs).
- Reduced CAC by 20% YoY by optimizing customer acquisition funnel (increasing TOFU content, reducing MOFU).
- Grew referral traffic by 55% YoY and tripled time on site by implementing SEO and SEM techniques on company website.
- Grew social media engagement by 125% YoY. driving more than 35MM impressions, 8MM link clicks, and 25MM page views.
- Generated demand and improved buyer intent data on Captterra and G2 to optimize inbound lead targeting and provide improved customer insights for sales team.
- Conducted PR media outreach, secured interviews with local business media (TV, radio, and online)..
- Note: Laid off due to department restructuring.

Rubin Marketing Consulting • Atlanta, GA • 01/2016 - 02/2021

Founder and CEO

- Founded blockchain-focused marketing agency for startup clients in Financial Services, Information Security, and Healthcare.
- Raised \$13 million USD during 3 Ethereum-based ICO events.
- Generated 15MM social media impressions, 5MM Link Clicks, 8.4MM page views, increased y/y MQLs by 20%.
- Deployed HubSpot to increase YoY leads and inquiries by 40% (lead generation).
- Implemented SEO and SEM tactics to increase website referral traffic by 95%
- Conducted PR and media relations: placed 30+ stories in mainstream media and trade press

PactSafe • Indianapolis, IN • 09/2018 - 04/2019

Director of Marketing

- Drove all Digital Marketing and Lead Generation efforts at B2B SaaS by executing Lead Generation strategy, Account Based Marketing (ABM) campaigns, email marketing, content marketing, social media, email nurturing, A/B testing, SEO, SEM, webinars, and in-person events to drive revenue.
- Owned marketing budget, PR agency relationship, vendor creation relations, and event sponsorships.
- Implemented CAC-reduction strategy by revamping the customer acquisition funnel and customer onboarding experience.
- Management: served as player/coach, expanded team to include 4 direct reports and 3 freelancers.
- Note: Resigned to take medical leave of absence.

Sage • Atlanta, GA • 05/2016 - 04/2017

Digital Marketing Manager

- Executed B2B marketing strategy (digital marketing) for CPaaS product, including Social Selling and Account Based Marketing campaigns. to double MQLs by 110% from Q3 2016 to Q1 2017.
- Overhauled sales and marketing customer conversion and acquisition funnel by creating new content, including 10 case studies and 12 SME webinars.
- Executed digital ad campaigns (PPC), resulting in 2X YoY increase in click-through rate (CTR) and 1.7MM new inbound impressions.
- Note: Laid off in global re-org.

Harry & David • Medford, OR • 01/2014 - 05/2016

Marketing Manager

- Devised revenue-driving social media strategies such as channel exclusive sales promotions, affiliate marketing, contests, online and in-person marketing events resulting in \$2MM in incremental revenue.
- Grew social media engagement by 956% YoY from 2014 to 2015, driving more than 2M impressions per month with targeted content.
- Led influencer outreach initiatives and created brand partnerships to tap into viral/influencer networks.
- Note: Role eliminated following acquisition.

Redbox • Oakbrook Terrace, IL • 08/2011 - 05/2013

Senior Manager, Social Media

- Owned Social Media strategy and execution for Redbox, served as Social Media advisor to Coinstar (parent).
- Established Redbox on all Social Media channels (Facebook, Twitter, Blog, Google+), building strong relationships with customers and collaborations to increase advocacy.
- Delivered a robust reporting model to track progress and provide insight on online reputation during PR crises.
- Management: recruited Social Media Customer Service and Content teams (5 direct reports and 2 freelancers).

Socialmedia.org (formerly WOMMA) • Chicago, IL • 06/2005 - 10/2009

Community Manager

- Served as Community Manager, PR, and Content lead for non-profit trade association.
- Produced the first blogs, email newsletters, and white papers dedicated to Word of Mouth Marketing.
- Piloted the industry's first customer advocacy programs and helped establish best practices.
- Edited *Measuring Word of Mouth*, the first peer-reviewed research guide to WOM ROI.
- Served as the first employee in Socialmedia.org's first iteration, the Word of Mouth Marketing Organization (WOMMA).

Education

College of Lake County • Associate of Arts • Grayslake, IL (earned credits toward BA but did not finish due to financial hardship.)

Skills

Word of Mouth Marketing, Customer Advocacy, Customer Evangelism, Customer Engagement, Brand Awareness, Internet Marketing, Content Creation, Content Strategy, Email Marketing, Collaborative Marketing, Social Media, LinkedIn B2B Campaigns, Facebook Ads, Hubspot, Pardot, Marketo, SEMrush, Google Analytics, MailChimp, Marketing Automation, SEO, SEM, ABM, CRM, Salesforce, Salesloft, Video Editing, Audio Production, GTD, Productivity, Mentoring.