

Michael Gorga

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SUMMARY

Ideation Leader. Strategy Driver. Content Creator.

15+ years of creative direction, marketing and senior-level copywriting experience enables me to create artistic concepts, strategic multi-channel campaigns and communications that drive optimal results: Digital, broadcast, email, web, social media, mobile, direct mail, apps, print, outdoor and more.

SKILLS & DISCIPLINES

-Creative Direction
-Marketing Strategy
-Copywriting

-Journalism
-Film/TV Production
-Customer Lifecycle Marketing

-Go-to-Market Strategy
-Presentation Skills
-Client Relations

EMPLOYMENT HISTORY

ADT Security Services

Marketing Communications Specialist

2013-2016

Develop, execute and manage integrated marketing campaigns and promotional offers for the customer lifecycle marketing department, delivering ADT preference and value across multiple media types. Lead content creation of all collaterals for ADT business units: Residential, Small Business and Home Health.

- Create innovative concepts, drive creative processes and deliverables for existing customer service level upgrade program, achieving record-breaking call volumes and 123K product installations – up 50% YoY.
- Pilot monthly e-newsletter editorial calendar, strategy and content. Manage digital marketing team and design processes, improving customer engagement and website metrics. Top metrics: 40% total open rate and 28% unique open rate.
- Develop creative briefs, lead project meetings for go-to-market strategies, certifying clear direction and detailed execution through cross-functional teams: Product, Email, UX, Legal, IT, Print, Customer Care, Field Sales, and Sales Center.
- Transform highly technical content into clear, simple sales copy, generating incremental revenue growth and a 12.5% attrition rate — the lowest rate ever.
- Edit and proofread all creative collaterals, ensuring brand voice, quality control and legal compliance.

From: Belga, Fred
Sent: Friday, November 13, 2015 11:47 AM
To: Gorga, Michael

Subject: THANK YOU

Michael – Thanks for keeping all the breadth of individual projects moving forward. I know that many feel like that they're clogged up, waiting for reviews & approvals. Nevertheless, I recognize all the starts, stops & changes of direction that you constantly make. And I appreciate the flexibility & patience required to do this every day.

Consulting – Creative Director/Senior Copywriter

2012-2013

Developed creative campaigns and promotional materials from concept to execution for automotive dealerships, enhancing brand awareness and sales volumes. Spearheaded creative processes and wrote copy for all marketing channels: digital media, print, broadcast, and in-store signage.

- Conceptualized VW *Thrice as Nice* campaign, driving a 20% lift in monthly sales volumes.
- Directed designers and video editors in the production of TV, print and web advertising.
- Wrote and produced broadcast advertisements and directed voice-over talent.
- Devised email and retargeting campaigns, driving customer action and record call volumes.

Key Clients: Mercedes-Benz of South Charlotte, Orlando Premier Collection, Volkswagen of South Charlotte

The Palm Beach Post

Senior Marketing Copywriter

2009-2011

Created concepts and marketing campaigns for The Palm Beach Post's internal and external clients, increasing reader engagement, retention and acquisition. Wrote and edited copy for all marketing channels: broadcast, digital, print, outdoor, and internal communications, leveraging audience engagement for subscriber growth.

- Drove B2C marketing initiatives from concept to execution, enhancing market penetration.
- Led client brainstorm sessions, driving ideation process to grow existing accounts.
- Gained new incremental revenue while owning B2B testimonial campaign, *Real Results*.
- Supported account executives with sales collateral, creative and presentations.

ink! Media

Senior Copywriter/Creative Director

2003-2009

Developed concepts and targeted campaigns, drove creative processes for various products and services, translating to increased revenue and brand preference. Wrote and edited copy for all marketing mediums.

EDUCATION

Art Institute of Ft. Lauderdale - Ft. Lauderdale, FL

Film/TV Production

QUALIFICATIONS

MS Word, PowerPoint, Excel