

# MICHAEL OLSEN

(630) 666-4505 | Chicago, IL | MichaelEdwardOlsen@gmail.com

## PROFILE

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Digital Strategist with 7 years of experience at in-house and agency settings. Proven success with CPG and B2B brands across industry. Skills and expertise include:

- Website Strategy
- Social & Digital Advertising
- Content Strategy
- Product Marketing
- Content Development
- Database & Automation
- E-Commerce
- User Experience
- Quantitative Analysis

## EXPERIENCE

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### Digital Marketing Consultant – Contractor Independent Consultant

Apr 2019 – Present

Digital thought leader for consumer and B2B brands building their businesses online

- Served as interim Head of Marketing for a 150-year-old retailer in Chicago, IL, supervising a team of two digital practitioners execute across website, email, social, and paid channels, yielding +22% ROAS
- Guided media agency selection and onboarding, expanding 150-year-old retailer's E-Commerce capabilities into Google Shopping
- Partnered with Human Rights Law Firm in Chicago, IL, for annual fundraiser, guiding the design and execution of the digital campaign, and surpassing the donation goal by 120%
- Delivered product positioning and A/B testing for a corporate HR platform in Chicago, IL, resulting in a 90% lift in leads within three months of rollout
- Led web design and analytics implementation for a luxury vacation rentals company on Maui, HI, resulting in refined audience segmentation and new customer insights

### Digital Manager, Content Strategy – Ferrara Candy Company Third Largest Candy Company in North America

Oct 2017 – Apr 2019

Digital lead across entire branded portfolio, responsible for the execution and success of website, social, and content strategy for 27 confectionary brands

- Relunched multiple brand websites with mobile-first approach and new Buy Online functionality, resulting in +20% higher mobile traffic and +5% website-to-sales growth
- Led rapid test-and-learn exercises on brand creative to refine content strategy and unlock audience preferences
- Partnered with key retailers (Kroger, Walmart, CVS) to overlay geo-targeted digital support with in-store shopper marketing campaigns to boost sales 19% in select markets
- Launched first national TV / digital / in-store campaign for Black Forest [largest organic gummy bear brand in US], increasing product velocity by 14%
- Restructured advertising budgets (\$11M) over social, search, Amazon to deliver 4.2X ROAS
- Digital liaison during the acquisition of Ferrero, Nestle Confections, Kellogg's Keebler brands, responsible for transition and management of websites and social platforms
- Supported Ferrara's corporate rebrand, working directly with the CEO and senior leadership on all digital and creative assets, responsible for agency output and unified launch

### Marketing Manager – CTL Global

Jan 2015 – Oct 2017

### E-Commerce Supply Chain Provider Serving Walmart, Kellogg's, P&G

Spearheaded B2B marketing programs to increase brand awareness, demand generation, and sales pipeline for business development teams

- Designed multi-channel strategies over social, search and web properties to increase new business lead generation by 19% year-over-year
- Automated email marketing drip campaigns, using first and third-party data to personalize content and drive 15% higher engagement rates among existing prospects
- Improved SEO for relevant business queries, reaching Google's first page for key business terms and boosting organic website traffic
- Managed the corporate rebrand of CTL Global and its subsidiaries, partnering with division executives and external agencies to align business solutions and evolve go-to-market strategy

**Marketing Project Manager – iD Commerce**

**May 2013 – Jan 2015**

**Product Fulfillment Company Specializing in Subscription Box Brands**

Responsible for online presence, PR activity, and creative content for iD Commerce and its parent company, Inktel

- Assisted B2B sales team secure \$16M in new business by coordinating inbound marketing campaigns with curated industry content and conversion-optimized landing pages
- Supervised a team of two designers, streamlining creative requests and delivering high-impact creative
- Drafted RFP proposals, presentations and marketing collateral for sales force
- Directed internal communications, trade show planning, and public relations activities, earning 'Best Places to Work in Chicago' by Workplace Dynamics in 2014 and 'Top Workplaces' by the Chicago Tribune in 2015

**EDUCATION**

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**Wheaton College – Wheaton, Illinois**

**Aug 2010 – May 2014**

BA, Communication and Media  
GPA 3.75, Dean's List

**Black Forest Academy – Baden-Württemberg, Germany**

**Aug 2006 – May 2010**

International Boarding School

**CERTIFICATIONS & TOOLS**

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HubSpot, Google Tools (Analytics, AdWords, Trends), Adobe Suite (Premier Pro, Photoshop), Microsoft Office, Salesforce, Slack, Basecamp, Teamwork PM, Monday PM, Final Cut Pro, NetBase, Meltwater, SEMrush, BuzzSumo, Constant Contact, YotPo Reviews, Destini Locators, Nextopia, WordPress and Custom CMS

**PROFESSIONAL ORGANIZATIONS**

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Queer Tech

**Oct 2019 – Present**

Brand Activation Association

**May 2015 – Present**

American Marketing Association

**May 2015 – Present**

**VOLUNTEERING**

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Big Brothers Big Sisters of Metropolitan Chicago, Big Brother

**Apr 2016 – Present**

**DIGITAL PORTFOLIO**

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[www.MichaelOlsenDigital.com](http://www.MichaelOlsenDigital.com)