

# Michael Land

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**MichaelLand.info**

## **Director of Marketing, Media Bridge LLC**

February 2015 to Present

- Responsible for the planning and development of digital marketing efforts for various political candidates and non-profit organizations
- Developed budgets and reported results for digital marketing campaigns including paid social, display, video, text, and email
- Set up and launched over one-thousand individual email marketing campaigns
- Cultivated over 250,000 donations for clients through online fundraising efforts
- Raised over \$10 million for clients during tenure
- Managed team of freelance and in-house copywriters and content managers
- Managed multiple online news publications with over 15 million pageviews
- Produced graphic designs for display, social media, and email advertisements

## **Account Executive, ATA Digital, a Division of American Target Advertising**

August 2014 to February 2015

- Managed the digital marketing programs for various advocacy and charitable nonprofit clients
- Oversaw all aspects of production for digital marketing efforts, including copywriting, edits, scheduling, web development, A/B testing, and optimization
- Managed advocacy campaign resulting in over 800 thousand petition signatures
- Core partner in over \$4 million in total revenue raised for nonprofit clients
- Developed robust automated email series to convert donor leads

## **Account Assistant, ATA Digital, a Division of American Target Advertising**

February 2013 to August 2014

- Collected and recorded the performance of marketing campaigns and managed data between different CRM databases, including Salesforce, HubSpot, and CiviCRM.
- Provided data analysis for A/B testing on marketing campaigns to optimize performance
- Worked closely with account executive to handle approvals, edits, scheduling in their absence

## **Campaign Field Representative, NRA Institute for Legislative Action**

2010 / 2012

- Managed campaign field office, including the recruitment and management of over 70 volunteers
- Managed social media accounts to promote campaign activity
- Organized and promoted campaign events
- Developed relationships with local businesses, voter organizations, and interest groups
- Maintained digital and physical databases of targeted voter contact information
- Maintained a robust near and long-term operations through the implementation of 14 day and 72 hour Get Out the Vote campaigns

## **COMPUTER LITERACY**

- Adobe Creative Suite, including Photoshop, Dreamweaver, and Lightroom
- Microsoft Office Suite, including Word, Excel, Powerpoint, and Access
- CRMs: Salesforce, HubSpot, and CiviCRM
- WordPress, including plugins such as Yoast SEO, WooCommerce, and Elementor
- Google Platforms: Analytics, AdSense, and Google Ads