

Michael Charles Dempsey

MARKETING MAVEN & CLIENT ADVOCATE

michael-dempsey.com | 419.304.1322 | mdempseymail@gmail.com | linkedin.com/in/michael-dempsey

"I've really enjoyed working with you. You've been a phenomenal partner for not only the Secondary Account Database but this idiot(me) for the last 13 years."

-Benjamin Crimm, ACDelco

"I wanted to take a moment and thank Mike for his outstanding support all of these years. Jordan has a large pair of shoes to fill as Mike has set the bar extremely high."

-Bob Casper, GM Upfitter Integration

Career Highlights & Awards

- Senior Account Executive responsible for the management and growth of Fortune 500 multi-million dollar accounts
- CAARY Award Winner for ACDelco's Global Centennial Celebration Campaign (ACDelco's highest award for outstanding performance)
- Countless marketing and advertising awards for websites, advertising campaigns, and mobile application development
- Speaker at the 2015 Asian Pacific Automotive Aftermarket Conference (APAC) in Melbourne, Australia - New Business Development Through Digital Strategies

Professional Experience

419Technology ◆ Holland, OH

04/2022 – Present

Account Director

A multifaceted role that is essential for maintaining and cultivating new client relationships, while also ensuring the highest standards of excellence throughout the entire software development lifecycle

- Increased sales of Dev/Ops consulting by 350% in my first year
- Increased client acquisition rate by 800% by developing an AI online job board aggregation system
- Use active listening to understand the client's business objectives and translate them into actionable project requirements documents

Freelance ◆ Sylvania, OH

11/2020 – 3/2022

Marketing Consultant

Drove client and agency marketing objectives by directing SEO enhancements, website content management, digital campaign execution, and the successful launch of promotional events

- Created multiple national digital advertising campaigns, utilizing influencer videos on social media, Google Adwords, Conquest ads, Google Places, ad placements in online news aggregators, SEO optimization to their websites, and targeted ad placements on industry-specific online forums and websites
- Performed remote account management and project management for Thread Marketing Group and other NW Ohio agencies
- Event planning and technology consulting for Toledo Jeep fest and other community events
- Performed SWOT analysis for numerous campaigns to determine strategic direction

Thread Marketing Group ◆ Toledo, OH

2/2013 – 10/2020

Senior Vice President – Communications Technology

Mentored and directed a global team of digital marketing professionals, including 8 programmers, 3 designers, 4 IT professionals, 3 social media experts, and 4 project managers

- Secured over 100 years of history for Marathon Petroleum by implementing a secure nationwide custom DAM solution
- Oversaw development of the my GM Partner Perks Loyalty Program custom website for ACDelco, RESTful API integrations for real-time data transfer between GM and Maritz, and onboarded over 50,000 accounts for loyalty rewards processing

- Served as the organization's lead digital strategist and account manager, overseeing our Fortune 500 accounts, including General Motors, ACDelco, Chevy Performance Division, Marathon Petroleum, Dana, and Owens Corning
- Headed the consolidation of the network infrastructure into secure private clouds, considerably reducing IT storage costs by over \$50,000 yearly
- Managed the IT and programming departments while managing and growing a multimillion-dollar account with General Motors

Thread Marketing Group ♦ Toledo, OH

12/2008 – 01/2013

Vice President – Technology

Led the strategic direction of the IT department, oversaw the management of programmers and web project managers, social media staff, digital media buys, IT services, and SEO and SEM services

- Spearheaded the development of Thread's new Social Media Department and exceeded \$300,000 in sales in year one and a 50% YOY growth in year two
- Personally directed the implementation of custom mission-critical web applications for Fortune 500 clients
- Reduced IT expenses by over \$25,000 yearly by migrating to enterprise-class, secure open-source solutions
- Implemented the development of advanced, secure, redundant on-site and off-site data centers

Thread Marketing Group ♦ Toledo, OH

2/2001 – 11/2008

Senior Account Executive

Supervised business development and client engagement, managed a team of 6 account executives and project managers to promote all of the company's services

- Led sales and marketing operations as the agency's primary executive, directly managing the company's most technical and profitable digital accounts. Successfully built and maintained a client portfolio exceeding \$2.5 million in annual sales.
- Grew the agency's largest and most technical accounts YOY by 25% and onboarded more clients than any other sales executive
- Secured lucrative client contracts, contributing to an increased client base and revenue growth, structured timelines, cost estimates, proposals, presentations, and enhanced client service and retention through customer-centric methodologies
- Meet and exceed targets for lead generation and sales conversions

Thread Marketing Group ♦ Toledo, OH

02/1995 – 9/2001

Director of New Media

Brought on board to make this new department profitable, from \$150,000 in the red, drove the department to profitability within the first year, with significant YOY growth in the following years

- Overhauled the organization's first digital services department, encompassing technical areas like web design, web hosting, custom programming services, scanning, imaging, and interactive compact disc programming
- Grew the department 6 months into the designation, from 4 people working the first shift, to 30 working 3 shifts in Ohio and Michigan

Education

Bachelor of Science in Visual Communications Technology

Graduated Summa Cum Laude, Cumulative GPA 3.8, member of the school's honor society, and The Golden Key International Honour Society

Bowling Green State University, Bowling Green, Ohio

Skills & Abilities

Sales, Marketing and Technology Consulting | Operations Management | Market Research | Needs Identification and Analysis | Google AI Essentials Certified | Strategic Planning | Relationship-Building | Public Speaking | Cross-functional Collaboration | Global Sales and Marketing Campaign Management | Brand Development | Workflow Automation Continuous Improvement (Kaizen) | Salesforce CRM | AI Sales and Marketing Tools | Writing Detailed Technical Proposals | HIPAA | SOX | E-commerce