

MICHAEL BARNETT

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 8910 Southwestern Blvd.
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EXPERIENCE

January 2021 -
Present

Digital Marketing Director

Clean Harbors Inc., Richardson, TX

- Launch reoccurring email marketing campaigns to customers and prospective clients, as well as build Salesforce dashboard to track ROI
- Manage a team of website developers and coders while working on the Acquia website platform
- Manage the Digital Marketing Manager, leading statuses and website performance meetings
- Through analysis of acquired companies' websites, determine whether to merge brand or leave stand alone based on brand awareness, SEO research and digital assets
- Cultivate and build strong relationships with internal stakeholders and external marketing vendors

Digital Marketing Manager

Clean Harbors Inc., Richardson, TX

- Launched targeted email blasts and follow up leads with Salesforce and field members
- Created and monitored 12 paid search campaigns and tracked conversions
- Managed and monitored 6 company social media pages on a variety of platforms
- Updated and managed 10 company URLs
- Created 11 internal surveys to improve product lines
- Created marketing documents designed to improve sales in key product lines and segments
- Managed SEO tactics, developed title and meta tag descriptions, and added relevant links to sites
- Developed, designed, and implemented product evaluations, and created key takeaways and action plans to address any gaps
- Awarded the 2020 Chairman's 'Marketing Employee of the Year' (the annual Chairman's Awards formally recognizes individual and collective success across a broad spectrum of categories)

March 2016 -
December 2020

Marketing Assistant

LSU Dining by Chartwells, Baton Rouge, LA

- Brainstormed innovative social media ideas and new menu designs
- Created brochures, posters, menus, ads, and catering guides
- Updated and managed website and mobile applications
- Collaborated with team to achieve marketing and strategic goals
- Developed and maintained strong working relationships with University and student body

July 2013 -
January 2016

EDUCATION

2011-2015

Bachelor of Science - Marketing

Louisiana State University, Baton Rouge, LA

2018-2019

Digital Marketing Certificate - Digital Communications and Media/Multimedia

Southern Methodist University, Dallas, TX

SKILLS

 **Adobe** *Illustrator | Photoshop | InDesign | Dreamweaver | Acrobat*

 **Google** *Ads | Analytics | Suite | Search Console | Tag Manager*

 **Microsoft** *Word | Excel | Powerpoint | Teams*