

Seth F. Michalak

705 East 32nd Street
Savannah, Georgia 31401

912.659.4440
seth.michalak@gmail.com

Strategic Marketing and Communications Professional

Highly-qualified marketing and communications professional with over six years of experience crafting and delivering award-winning marketing strategies. Proven ability to deliver results-oriented solutions across all forms of media with a keen awareness of target audiences and an economy of language. Key proficiencies include:

- Social Media strategy
- Public relations
- Audience assessment
- Medium-specific writing
- Branding
- Media expertise
- Tactical execution
- Marketing plan development and implementation
- Organizational communication
- Writing for the web
- Voice Over talent

Notable Successes

- Developed and executed a social media strategy that resulted in client's first award and national recognition
- Created and implemented a targeted marketing plan that delivered a 40% increase in users for a software client
- Implemented a college-wide emergency communications system, achieving an 85% participation rate among constituencies
- Leveraged network to secure multiple story placements in print publications for clients previously unable to get product recognition
- Designed and created content for properly targeted websites used to successfully launch new food-focused company and a new software company
- Created and managed successful social media presences for multiple clients resulting in improved web traffic, customer exposure and brand awareness
- Deftly managed a \$15,000 monthly print advertising budget to raise client profile over 100% with target audience

Experience

Marketing Communications Consultant

SM Consulting, Savannah, Georgia, February 2008 - Present

Assistant Director of Internal Communication

Savannah College of Art and Design, Savannah, Georgia, June 2006 – February 2008

Marketing Coordinator

Adelphia Communications, Buffalo, New York, February 2005 – April 2006

On-air Radio Talent

Citadel Communications, Buffalo, New York, August 2000 – January 2003

James Broadcasting, Jamestown, New York, October 1999 – October 2000

Education

M.A., Integrated Marketing Communication, St. Bonaventure University, completed December 2005

B.A., Broadcast Communications, Baldwin-Wallace College, completed May 1999