



MICAH JAMES GAUDIO
VP of Digital Marketing

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More than 15 years experience in Digital Marketing, Advertising, and Web Development, with the past five years focused on Mobile and Social Media. Recognized with numerous [marketing awards](#) for excellence and [client results](#). Innovative and forward thinking; analytical and decisive; results-oriented and attentive to detail. Known for delivering projects on time and within budget.

[Social Media](#)
[Mobile Marketing](#)
[Web Dev & eCommerce](#)
SEO & PPC Consulting

[Email Marketing](#)
Media Buying & Evaluation
[Magazine Publishing](#)
[Advertising Campaigns](#)

[Print Media](#)
[Outdoor Media](#)
[Video Production](#)
[Brand & Corporate Identity](#)

PROFESSIONAL EXPERIENCE

Social Media & Mobile Strategist

[VIA Digital Media](#), Smith Mountain Lake, VA (2011-Present)

After a decade as GO Agency, renamed & refocused as VIA Digital Media to manage over [300 websites and brand pages](#). Supervises a team of in-house designers and sub-contractors to continue the social conversation and increase sales.

- Doubled site traffic for [CigRx](#) and [Anatabloc](#) through intelligent use of [social media](#), mobile, paid bloggers and sponsored tweets
- Averages one “like” conversion per \$.50 spent on Facebook Advertising ([Analytics](#))
- Kick started Social Media Policy for [Ambush Boarding Company](#), then implemented to [BuyWake.com](#), [BuySnow.com](#) & [BuySkateShoes.com](#)
- Generated 2,535 new inquiries for [Prudential Waterfront Properties](#) with unique QR codes and 800 numbers by creating the “[Check Our References](#)” campaign
- Owned & Operated WakeNSkate.com fulfilling over 4,000 online orders in 3 years.

National Sales & Marketing Director (MMA Certified)

[HowNow Mobile](#) | [TXTYourCity.com](#), Smith Mountain Lake, VA (2010-Present)

Leading a team of 18 and growing throughout the country to deploy mobile SMS solutions to Middle America and niche markets. Manages support of Mobile Apps, Websites, Social & traditional medias to support the success of the mobile campaigns.

- [Sweet Frog](#) - acquires on average 2,000-4,000 customers in 30-60 days per franchise. Averages 5-18% conversion rate each time a SMS blast is sent, increasing sales by 20-40%
- Developed the SMS Viral Rewards & Sweepstakes for the [Phizzle](#) platform
- Currently running successful Mocial Marketing campaigns for Bojangles, Dairy Queen, ServPro, Liberty University & retail consumer markets

President/CEO

[GO Agency](#), Smith Mountain Lake, VA (2001-2011)

Led a 12 member multi-functional team managing product development, media planning, advertising and brand management for over [\\$200 million in client revenues](#). Worked with CEOs, Business Owners, Sales & Marketing Directors, IT and HR Departments and achieved results. Served as Chief Creative Director and pitch man on all projects. Managed and maintained over 300 client websites. Prepared Media Plans for clients then executed and managed evaluation.

- Created and executed a [\\$120K marketing campaign](#) in less than 30 days for a distressed Condo project for BB&T that resulted in 721 contract reservations and \$18 million in revenue with all 48 units sold and closed
- Maximized brand loyalty for [ADM Corp.](#), packaging and shipping supplier for FedEx, Uline & UPS, by launching ECO-ADM™, a biodegradability enhanced product line

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Founding Publisher

[Smith Mountain Laker.com](#) Magazine, Moneta, VA (2001-2007)

- Supervised staff of 24 in all aspects of publishing a 180-page Lifestyle and Entertainment magazine including scheduling, budgeting, photography, copywriting, design, distribution, sales and marketing
- Negotiated the sale of Laker.com Magazine to Times-World Corporation

Founding Principal & Publisher

[Prototype Advertising](#) & [Lynchburg Living Magazine](#), Lynchburg, VA (2003-2004)

- Expanded Ad Agency to Lynchburg, Virginia, added 30+ employees & increased revenue by 500%
- Started a new Lifestyle Magazine which grew to 100 pages in three issues
- Managed the branding for Liberty University's sports and law programs, increased season ticket sales and student enrollment now over 70,000
- Print marketing design for GE Healthcare, Foot Action, FLEET and Areva

Vice President of Creative Services

Marimark Synchronized Communications, Tampa, FL (2000–2001)

Responsible for acquiring new business for the Fulfillment, Digital and Creative Departments

- Specialized in pharmaceutical dimensional direct mail for Glaxo-SmithKline and Schering-Plough
- Served other clients including Disney, Kelly Services, IPC, GE Medical Systems IT, Alaqua Lakes and Hard Rock Cafe

Global Marketing Director

[GE Healthcare](#) / Liberty Partners / Critikon-Johnson & Johnson, Tampa, FL (1998–2000)

Worked closely with Product Managers, VP of Marketing, Operations, and Field Sales Reps to realize a final product. Supervised Asian and European marketing departments to ensure all brands were consistently represented worldwide.

- Created the Dinamap Logo and managed upstream and downstream marketing initiatives
- Responsible for overhauling the \$40 million Dinamap Patient Monitoring brand, resulting in the [\\$180 million sale to GE Medical](#) within two years
- Created all printed collateral, ads, direct mail, press releases, interactive CDs, and in-service videos for the [Dinamap Pro](#) Series line of patient monitors and [blood pressure cuffs](#)
- Developed, designed and maintained the corporate website and intranet
- Managed a \$1.5 million marketing budget, placed media and managed trade shows

Art Director/Account Executive

[Devine Communications](#)/Keener Marketing, Tampa, FL (1997–1998)

- Established an in-house graphics and web design department of ten, eliminating the firm's need to outsource to freelance designers
- Clients included US Homes National Retirement, Hungry Howie's, Amcott Insurance, Suncoast Mercedes, Centex Homes, Palm Harbor Homes, and Lennar Homes

EDUCATION & AWARDS

BS, Communication Studies, Liberty University, Lynchburg, VA (1992–1997)

Double Major in Advertising/PR & Media Production

- Received six [Summit Awards](#) from the Public Relations Society of America
- Served as College AAF Chapter President 1992-1997 for a 30+ member student run agency
- At age 27, chosen as a top 20 executive under the age of 40 by the Blue Ridge Business Journal