

Michael H. Schricker

Core Team Marketing Executive

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Education

HAWAII PACIFIC UNIVERSITY Honolulu, HI

M.A. Communications. Graduated w/ Distinction [Published Thesis: Exploring The Drama Found In Virtual Realities]

HAWAII PACIFIC UNIVERSITY Honolulu, HI

B.A. Advertising. [Head of Akamai, an Award-Winning Student Run Ad Agency]

ART INSTITUTE Pittsburgh, PA

A.S. Media Production. Focus on Video Production [Internship with PCTV21]

Experience

GOVERNOR DAO- Web3 Marketing Executive (Remote) 2022 – Current

- Developed Web3 Partnerships, including Bankless Consulting, RUGenerous, and Raid Guild.
- Provided outreach, sales, and business development support
- Developed and implemented a grassroots marketing plan for the Proof Of Existence technology

ADVENTURE ESCAPE - V.P. Marketing (Remote) 2021 – Current

- Created traditional advertising campaigns and supporting graphic design materials
- Head of branding and website development PrimalPigment.com & Puzzleroompittsburgh.com
- Managed marketing budget and traffic reports
- Social media strategy and content manager
- Implemented email and newsletters strategy that increased bookings by 52% YTD

BNTOUCH CRM- Marketing Director (Remote) 2021 – 2021

- Google Ad Words manager with a \$15k per month budget

THE NATURE CONSERVANCY | NATURE.ORG - Special Projects Assistant (Remote) 2020 – 2020

- Social Media Manager and Video Editor for Hawaii & Palmyra Chapters

LONG & ASSOCIATES: LUXURY DESIGN+BUILD - Marketing Executive (Honolulu, HI) 2019 – 2020

- Client research and outreach by searching public records database
- Created marketing campaigns that generated \$20+ Million in new build contracts
- Graphic designer for online and traditional print, including a full-page ad in the QUAIL Event Publication
- Researched and produced a 2000+ line ProForma to pitch investors on a \$10 Million retirement community

GOOGLE - Certified Maps Photographer (International) 2014 – 2020

- Hired, trained, and managed 18 sales representatives
- Created Maps See Inside & Street View imagery for over 200 clients
- Generated 100+ Million unique views worldwide

HAWAII SELF STORAGE - Marketing Executive (Honolulu, HI) 2013 – 2015

- Managed a \$1.2 Million a year Ad Budget and generated \$10+ a month in sales

OCEAN JOY CRUISES - Marketing Executive & Photography Manager 2008 – 2013

- Hired and trained underwater photography crew
- Created underwater wildlife and onboard guest photography program that generated \$18k+ sales per month

DISNEY - Guest Communications Designer - Grand Opening Team (KoOlina, HI) 2011 – 2012

- Created daily and weekly Iwa resort publications
- Provided resort-wide event photography support

Community Service

Firefighter Community Service - Board of Directors Marketing Chair (Remote) 2021 – Current

- Helping the 501-3C Volunteer Firefighters of Pittsburgh, PA in their fundraising
- Providing a marketing strategy to build out a network focused on supporting local business