

Michael H. Schricker

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Portfolio: www.TheOwlAgency.com

PROFESSIONAL SUMMARY Seasoned marketing executive with 18 years of diversified experience in strategic planning, brand development, digital marketing, and team leadership. Demonstrated expertise in driving business growth and maximizing ROI. Eager to bring robust marketing skills to a progressive academic institution, aiming to enhance student recruitment, alumni development, and overall institutional brand recognition.

PROFESSIONAL EXPERIENCE

VP Marketing, Adventure Escape Pittsburgh *Remote* | 2020 - Present

- Managed all marketing efforts for, Primal Pigment and Pittsburgh Puzzle Room.
- Engineered a distinct brand identity, escalating customer acquisition and recognition.
- Optimized digital marketing strategies, delivering an exceptional 38:1 ROI on ad spend.
- Designed content strategy that spurred \$850k in new business in its first year.

Marketing Executive, Governor DAO *Remote* | 2021 - Present

- Pioneered the establishment of the first legal DAO in the USA, catering to emerging market trends, and built cutting-edge biometric-driven Sybil resistance technology.
- Enabled organizational growth through 11 new integrations and partnerships.
- Fostered an active community, essential for driving user engagement in Web3 space.

Marketing Manager, Google Maps, Google Inc. *International* | 2015 - 2021

- Devised content strategies that reached 118 million views globally.
- Led international marketing initiatives, contributing to cross-cultural engagement.
- Constructed and mentored a team of 18 sales representatives.
- Created Google Maps See Inside Tours

Marketing Executive, Long and Associates Architecture *Honolulu, HI* | 2017 - 2019

- Developed marketing strategies, resulting in \$42 million in new construction.
- Utilized public records research for innovative marketing materials, showcasing creativity and resourcefulness.

Marketing Executive, Hawaii Self Storage *Honolulu, HI* | 2015 - 2017

- Directed marketing initiatives for eight storage facilities with a million-dollar budget.
- Developed high-impact TV/radio commercials and eight community outreach programs.
- Facilitated the generation of \$120+ million in sales annually.

Guest Communications Director, Disney Aulani Resort *Ko Olina, Hawaii* | 2013 - 2015

- Orchestrated a successful communication strategy for the grand opening.
- Managed guest communications across all channels, emphasizing customer relations.

EDUCATION

Master of Arts in Communication with Distinction, Hawaii Pacific University, HI

Bachelor of Science in Advertising, Hawaii Pacific University, HI

Associate of Science in Multimedia Production, The Art Institute of Pittsburgh, PA

My portfolio at www.TheOwlAgency.com will provide further insight into my capabilities.