

## Michael J. Hackmer

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### Summary Profile and Qualifications

- 15+ years of experience in marketing, sales, public relations and government relations with a background in a wide range of industries including: B2G / government contracting, broadcast media, new media, technology (software and SaaS), manufacturing, food, retail, higher education, K-12 education. Experience includes both private and public sector markets, US and International markets, corporations and non-profits.
- Digital marketer specializing in identifying customer audiences, **integrated content marketing, copy writing, search engine optimization, editing, creating video storyboards, social media** and online community management. Experience in growing organic search results, increasing on-site engagement, producing leads and generating new online revenue opportunities.
- **Superior project management and planning skills**; ability to juggle multiple projects.
- Proven ability in managing product marketing campaigns and working with product teams on features / functionality, technical requirements, and product roadmap development as well as pre-sales and customer engagement.

### Highlights from Recent Positions

#### **Senior Content Strategist, Public Sector, Enterprise DX (18 month contract w/ extensions)**

Adobe ([www.adobe.com/government](http://www.adobe.com/government)), (4/2019 to 7/2021)

- Collaborate, create, and manage global public sector content strategy for Adobe's Enterprise DX (Digital Experience) Solutions team, which includes: Adobe Experience Manager / Experience Cloud, Adobe Analytics, Adobe Digital Asset Manager, Adobe Campaign solutions and other DX and DMe offerings.
- Serve as both a content strategist and public sector subject matter expert responsible for authoring content including, but not limited to: eBooks, blog posts, event session descriptions, speeches, email and social media.

#### **Business Consultant and Digital Marketing Strategist (B2B, B2C, B2G)**

Michael Hackmer (3/2013 to Present)

- Oversee development and implementation of SEO, social media and broader digital marketing strategies and tactics for B2B, B2G and B2C clients, including but not limited to full scale SEO and social media audits, website usability and content marketing, copy writing and video script / storyboards.
- Create and manage content marketing, e-mail, SEO and social media campaigns for companies including: Calvert Education, K12, ISO Group (military parts supplier), Leidos, INSIGHT Into Diversity, and more.
- Completed video for client's USCIS contract submission that outlined how to migrate legacy CIS infrastructure to a microservices environment, leveraging client's past performance with PRIME and FBI.
- Implement CRM and marketing automation solutions for clients, including e-mail management, analytics, and reporting, as well as mapping data fields to third-party systems. Solutions reviewed and assisted included: SharpSpring, HubSpot, IBM (Silverpop), Salesforce CRM and Marketing Cloud.
- Oversee implementation of website, user experience / UX, and CMS modifications to be more customer-centric: Ruby on Rails, WordPress, Drupal, and Adobe Experience Manager (AEM).

- Create, implement, and manage B2B and B2C webinar programs for companies. Currently completing a project for a consumer-facing webinar event series.
- Review and analyze customer data and sales data to improve digital strategy for B2B and B2C companies and non-profits.
- Reviewed and analyzed e-mail campaign data and Google Analytics data across over 100 sites / locations, data on customer behavior, and use of automated messaging and integration of third-party data. Created new templates (responsive – HTML w/ CSS edits), customer messaging, and internal processes, as well as a data model to better determine engagement.
- Manage website and technical projects, and teams, using GitHub, Asana, Slack, JIRA, and other platforms.

### **SEO and Content Optimization Manager**

Strayer University, Herndon, VA (3/2012 to 3/2013)

- **SEO: Oversaw strategy and implementation including development of site optimization and link building efforts**, supervised SEO vendors in the western U.S. and India, and personally conducted detailed on-site optimization of roughly 1,000 web pages of a new corporate website.
- **Increased YOY organic traffic by over 30% and implemented strategies that led to a 68% increase in unique visitors and a reduction in bounce rate.**
- Created analytics reports in Google Analytics, Omniture, Cognos and Sparkroom to track performance of SEO, PPC, and other marketing campaigns - both to the website and through social channel referrals. Reported weekly, monthly and quarterly on data and made YOY comparisons to student interest (based on RFI and other sources) as well as sales (student enrollment).
- Conceived and managed the development of the Strayer Buzz Blog, including functional and technical requirements and uploading of content into the CMS.
- Recommended and implement website / user experience / UX changes with web development team, and provided copy writing for content and marketing campaigns, as well as storyboard editing and video scripting.

### **Digital and Integrated Content Marketing: Senior Online Community Manager**

GovWin.com (Deltek Information Solutions), Herndon, VA (8/2010 to 3/2012)

- **Created integrated content campaigns to reach Fortune 500** prime government contractors as well as subcontractors and aspiring B2G companies. Content campaigns helped to grow network from 9,000 to 30,000 government contractor members in less than 9 months.
- **SEO: Increased GovWin.com Google rankings and number of first page rankings**, frequently optimizing pages to outperform US government websites with similar information.
- Developed and rolled-out GovWin's first B2B / B2G Virtual Roundtable series designed to bring executives and subject-matter experts from Fortune 500 companies (HP, Lockheed Martin, and others) and other leading government contractors together to discuss key issues, which has generated:
  - Over 4,000 unique page views and 10,000 minutes on the site in less than 4 months.
  - Targeted 200 to 300 registrations per event and exceeded goals by 35%
- Devised and implemented multi-phased social media strategy designed to connect with businesses and increase on-site engagement and expand thought-leadership, which has included:
  - Expanding Twitter outreach - effectively growing Twitter followers by 189% in less than 6 months.

- Creating YouTube and Livestream content strategy - GovWin Livestream channel has generated over 108,000 viewer minutes and over 4,700 video streams.
- Identifying and connecting with key influencers in government contracting and related issue experts to help expand GovWin brand identity and generate additional viral marketing of content, events and services.

### **Social Media and Digital Marketing Manager**

BIA/Kelsey, Chantilly, VA (12/2006 to 8/2010)

- Developed and launched 4 corporate B2B focused blogs around key company offerings in traditional media, local media, global yellow pages and mobile, which doubled unique views to BIA/Kelsey content.
- Implemented Web Analytics program for 7 web corporate web properties using multiple providers; used metrics to identify top landing pages; improved design of high-traffic pages to enhance user experience.
- Implemented initial SEO and SEM strategies on various web properties, and SEM campaigns for ActiveAccess desktop application, ParentPower community and select offerings resulting in increased website traffic.
- Supervised blog index development and database integration with B2C community website and blog.
- Maintained application content, and updated index database and website for B2C community.
- Instituted social media strategy to connect with B2B audience that included: creating multiple Twitter accounts to reach specific corporate audiences, expanding blogs to represent core corporate divisions with a phased approach of building content and blogger relationships, social bookmarking, LinkedIn strategies for business development (added over 400 new members in 6 months to LinkedIn group), and other steps to help grow online presence and engage prospects and current clients.
- Managed B2B Webinar program, including messaging and presentation content for events that reach corporations as well as state / local government, first responders, hospitals and colleges / universities. These Webinars reached between 300 and 600 decision-makers and produced 10 to 30 qualified leads per event with qualified sales opportunities ranging from \$10,000 to \$50,000 per opportunity.

### **Marketing Communications Manager**

VitalSpring Technologies, Inc., Tysons Corner, VA (2/2006 to 12/2006)

- Worked with product development team and managed all components of corporate sales tool kit for multi-billion-dollar inter-enterprise software company, including content for brochure, datasheet, FAQs and web content, as well as built a stand-alone product website for demonstrations and C-Level messaging.
- Led planning and coordinated all logistics for VitalSpring's participation in SAP's SAPPHIRE trade show, including but not limited to: development of product demo, marketing collateral, product presentation, all on-site logistics, travel, and coordination with SAP HCM team.
- Developed Webinar program to Human Resources and Financial professionals, including content, emails (HTML and Text), and managed leads in Salesforce CRM.
- Developed and executed e-mail campaigns to audiences that included C-Level executives, VPs and directors in Fortune 500 and 1000 companies, including Discovery Communications, McDonalds, Raytheon and more.
- Coordinated with sales teams on lead generation activities so marketing efforts coincided with driving opportunities through the sales pipeline.
- Provided content and copy writing for marketing and sales campaigns.

### Marketing and Project Manager

Computer Marketing Associates, Tysons Corner, VA (5/2004 to 2/2006)

- Developed continuing go-to-market plans for Hewlett Packard's Federal / Public Sector marketing programs centering on COOP, Identity Management, and "Think Again" Server campaign versus IBM and SUN.
- Worked with client on creating and implementing a strategic competitive marketing plan for server, processor and database migration in the federal government space.
- Managed Webinar program, including messaging and presentation content for events that targeted Federal agencies such as DISA, DoD, and FEMA, as well as specific roles within government (topics such as security, COOP, and others). Also planned Webinars and managed list acquisition for events geared towards other public sector organizations. Webinars averaged 30 qualified leads per event and 150 to 250 attendees.

### Skills

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- Customer data and analytics: Experienced in integrating systems to maximize data for use in digital marketing campaigns, and using analytics to both create content strategies, as well as validate results.
- Project management experience managing the completion of a \$1.5 million dollar website rollout, as well as other web initiatives include blogs, business social networks and online tools / modules.
- Communications skills: conducted public relations in various roles, and have served as a reporter and interviewer, as well as a panel moderator at over 100 events - including online and at conferences.
- Experience with Analytics and SEO tracking tools such as: Google Analytics, SiteCatalyst 15 / Omniture, Cognos, Sparkroom, BrightEdge and MOZ.
- Experienced with website and social media monitoring and engagement tools, such as: Hootsuite, Viralheat, Archivist, Social Mention, Trendistic, Twilert and more.
- **Web designer with expertise in HTML, JavaScript, PHP, CSS** and an intermediate knowledge of integrating websites with databases such as MySQL, and general knowledge of other platforms, such as Adobe Experience Manager, Drupal, WordPress and Oracle CMS.
- **Automation platform experience includes: Salesforce CRM and Marketing Cloud, HubSpot, Eloqua, and Silverpop / IBM Watson, as well as non-enterprise-level systems.**

### Education and Certifications

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- 2008, Radio and Television Certification, WEBR and Fairfax Public Access, Fairfax, VA
- 1998, BA, Politics and Latin American History at The Catholic University of America, Washington, DC