

Michael Tridente

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SUMMARY

- Strategic marketing professional with 16+ years of experience developing creative, engaging and effective multi-channel advertising campaigns on behalf of major national consumer brands
- Exceptional storyteller, with the ability to distill complicated tactical concepts into winning pitches, both on the page and through oral presentations
- A consummate diplomat, adept at navigating high-stress situations while keeping clients & colleagues on-task
- 7+ years of seamless remote experience, interfacing daily with colleagues and clients across locations and time zones

**Creative Development & Copywriting | Marketing Strategy | Digital & Social Media | Branding
Project Management | Sales Material Generation | Data & Insights | Integrated Campaigns | Product Marketing**

PROFESSIONAL EXPERIENCE

Freelance Product Marketing Consultant

Sept 2021 – Present

FOURSQUARE, New York, NY/Remote

Independent contractor responsible for developing messaging, go to market, market research and sales enablement across Foursquare's suite of advertiser and enterprise products. Responsible for copywriting and marketing collateral development in the form of landing pages, one-sheets, blog posts, white papers, case studies, newsletters, and competitive battlecards.

- Supported the launch of 3x major feature launches through education and lead-nurturing copywriting via SEM campaign landing pages, sell sheets, data flow guides, and other marketing material
- Pioneered annual product revenue tracking and insights system to analyze YoY revenue trends across products, regions, clients, industries, adtech partners and more to inform sales strategies and product prioritization

Director, Creative Strategy & Insights

November 2020 – May 2021

SOME SPIDER STUDIOS, New York, NY/Remote

Led development of digital marketing strategies and concepts anchored in unique, data-driven audience and cultural insights to support \$35MM+ in annual advertiser revenue. Responsible for creation of proactive ad packages and collateral to support national sales team and facilitate more efficient and effective organization-wide processes. Managed, coached & developed one direct report.

- Responsible for strategy, insights, and creative development/presentation for pitches resulting in \$1MM monthly revenue
- Developed first-ever sales Upfront presentation and concept repository, leading to \$2.5MM in revenue in its first quarter
- Facilitated the creation of both new and improved sales collateral including:
 - Developed 75+ individual program, product, and category specific sales materials to ensure sales team communicated strategic, accurate, and consistent language around Some Spider's marketing opportunities
 - Revised Some Spider's RFP pitch presentation to streamline approach for efficiency and maximize impact

Director, Marketing Solutions

November 2014 – September 2020

IHEARTMEDIA, New York, NY/Remote

Created, composed and delivered strategic, revenue-driving integrated marketing solutions allowing brands to engage consumers via radio, streaming audio, social, podcast, influencer, out of home, television & live event opportunities. Secured \$10mm+ in annual revenue by fulfilling proactive and RFP sourced presentations highlighting brand value and satisfying client KPIs. Fostered and managed relationships across various internal stakeholders, including c-suite executive teams, and external clients in conjunction with sales partners.

- Led iHeart's first CPG experiential partnership in 5 years, guiding General Mills from RFP through activation and renewal
- Closed iHeart's first-ever multi-million dollar import-automotive sponsorship through development of a 360° cross-platform Presenting Studio Sponsorship of the Dan Patrick Show for Mercedes-Benz
- Facilitated the development and positioning of company-wide tentpole sponsorship programs, product marketing platforms and general sales collateral; oversaw material roll-out and training for 2,000+ national and local sales leads.
 - Drove the development and marketplace success of iHeart's proprietary social amplification ad product, iHeartRadio Ignite, contributing to \$10mm+ in annual digital revenue
 - Developed go-to-market strategies, inclusive of vertical-specific brand positioning and sponsorship opportunities, for both established (Automotive, CPG) and developmental (CBD, Sports Betting) categories

Director, Industry Marketing**November 2013 – October 2014****Senior Manager, Industry Marketing****June 2013 – October 2013**

SLACKER, INC., New York, NY

Head of advertiser marketing strategy, responsible for supporting the digital sales organization. Facilitated the positioning and rollout of innovative ad products, go-to-market materials and sales collateral, as well as the development of bespoke, client-specific marketing programs and sponsorship opportunities.

- Independently managed company's 3rd largest deal from initial contact with T-Mobile client through campaign conclusion
- Defined concepts, pricing, sales strategy, internal comms and staff education for 25+ new ad products & packages
- Developed company-wide sales collateral including go-to-market presentations, product rollouts, & media plan templates
- Fostered ongoing communication with sales teams through creation of a centralized marketing, research & collateral hub and weekly marketing calls

Senior Marketing Manager**January 2013 – May 2013**

SYNCAPSE, New York, NY

Nurtured client leads and acquisitions for social SaaS product through digital, content and CRM marketing.

- Managed and developed content for company website, newsletters, blog, and social channels to drive thought-leadership and industry awareness
- Project managed multiple teams to redesign, QA and launch company website on deadline
- Created centralized document resources to promote efficiency and organization across the company

Senior Manager, Marketing Solutions**November 2011 – September 2012****Product Marketing Manager****February 2010 – October 2011**

MEEBO, INC. (ACQUIRED BY GOOGLE), New York, NY

Head of Reactive Response marketing division; tasked with the development of client strategy and digital/social marketing programs for national brands. Managed a team of three direct reports.

- Supported \$75MM+ in annual potential revenue
- Revised the marketing solutions pre-sales operations, based on data analysis of 800+ inbound RFPs, resulting in more streamlined internal processes and a 10% increase in close rate
- Designed ad targeting platform from the ground up utilizing Comscore, Compete and internal data
 - New targeting signals supported 500+ campaigns
- Developed specs and go-to-market strategy for 10+ new ad products as part of a launch team
- Acted as the marketing lead to conceptualize the program & product requirements on the largest contract in company history (Frito-Lay)

Media Supervisor**December 2009 – February 2010****Miscellaneous Titles (*Promoted 3 Times*)****December 2005 – December 2009**

BEYOND INTERACTIVE/MEDIACOM, New York, NY

Media planner & buyer responsible for driving client strategy, developing concepts, negotiating buys & optimizing live campaigns for efficiency.

- Responsible for developing media briefs, negotiating RFPs, project managing creative deliverables, & analyzing reporting for high-profile national clients including Warner Bros, Subway, Macy's, and Wyndham Hotel Group
- Conceived new advertising opportunities in collaboration with top publishers in order to meet client demand for first-to-market opportunities:
 - First pushdown masthead on YouTube
 - Early adoption of interactive videos on MSN
 - First coordinated multi-property promotion across 10+ Viacom properties

EDUCATION**University of Scranton, Scranton, PA****May 2005**

B.S., Marketing; Minor in Sociology