

# MIKE / PATZLER

3757 Stillwater Cir • Waukesha, WI 53189

262 510-5503 • mbatzler@gmail.com

**Portfolio:** mbatzler.com

## EXPERIENCE

### Exciting Events

2016 - Present

- Management of teams for production of events on-site & developmental.
- Developing and implementing processes and best practices to standardize production of events from set-up to tear down.
- Training and development of team, leads & incentives for team growth.
- Production of graphics, video and other elements for customer events to amplify the experience. and for marketing of company, products, and services.

### Solid 6, LLC - Owner

1998 - Present

- Marketing for Business: Marketing for several small business with services that include: brand generation, full package marketing campaigns with trackable analytics to consider ROI & effectiveness. Inbound Marketing methodology and avid fan of Gary Vaynerchuk's strategies for Digital Marketing.
- Web design for numerous companies, including updating corporate identity & brand. Implementing current marketing techniques to keep sites fresh with up & coming trends and standards. Clients see an increase in web traffic with unique visits within the first six weeks due to SEO implementation.
- Marketing / Webmaster at Fox River Christian Church: March 2011-2016 Responsible for all content on www.foxriverchristian.org both graphical and text based, as well as corresponding Social Media presence. Team lead for scheduling & quality of digital marketing presence.
- Additional campaigns include: Creative & Visual Direction at Eclipse Clothing & Lifestyle, Music industry marketing, IT Consulting & Brand structure to small business, Photography campaigns for commercial use as well as graphic design, & video production for small business needs.

### devCodeCamp / Brensten Edu

2013 - 2016

- Digital Marketing for company websites, social media, email and other mediums using Inbound Marketing methodology.
- Production and execution of marketing campaigns used on multiple platforms.
- Lead nurturing for the sales department providing opportunities to convert leads into customers. Since moving to Sales department, leads increased 250% from previous numbers.
- Developed and instructed courses for Digital Marketing program including key concepts: Social Media Strategy, Inbound Marketing, SEO strategies, B2B Sales, Adobe Photoshop, Video Editing, Web Design, and Marketing Application.
- Project Management for Inbound & Digital Marketing strategy, working with small businesses & classes to provide real world experience for students.
- **Certifications:** HubSpot Certified, HubSpot Inbound Marketing, & HubSpot Design Certified

### Robotic Solutions, Inc.

2011 - 2013

- Web presence: Responsible for all creation and upkeep of all web pages, and social media outlets.
- Creation of marketing materials, product and company based.
- Production, Direction, and Editing of videos of robotic cells in use, Educational tutorials, and customer testimonial videos.
- Scheduling, marketing & correspondence for trade shows the company will display at nationwide. (average five shows a year)
- Visual Direction for custom Software Interface created to customer need.

### Builders World / Geneva Supply

2008 - 2011

- Helped the company grow from selling \$250K per year to over \$7mil per year.
- Warehouse Manager, Graphic / Web design - Responsible for team to keep relationship and regulations of products shipped to and represented with Amazon.com.

## TECHNICAL

- Adobe Creative Suite
  - Photoshop
  - Illustrator
  - Dreamweaver
  - Premiere
  - Lightroom
  - After Effects
- Photography
- Digital Marketing
  - Web & Social Media
- HubSpot
- Coding - HTML, CSS, PHP, JavaScript
- Capture One
- Neuendo

## EDUCATION

**WCTC**  
**Microcomputer Specialist**  
Microcomputer I & II,  
Microsoft Office Suite,  
Web Design, HTML,  
Network Engineering

**Advanced Tech Cert:**  
**Desktop Publishing**  
Adobe Creative Suite,  
Integrated Digital Design,  
Quark

**-Certifications**  
**Google Analytics**  
**Google AdWords**  
Video, Mobile,  
Search & Display  
**HubSpot Certified,**  
Inbound Marketing,  
& Design Certified

## ADDITIONAL

- Quick Study
- Problem Solver
- Natural Leader
- Strong Interpersonal & communication skills
- Eager to learn
- Loyal
- Self managed
- Sound principles
- Ethical
- Visionary

Volunteer experience  
using music, design &  
photography skill set