

MIKE PATZLER

262 510-5503

mbatzler@gmail.com
mbatzler.com

3757 Stillwater Cir
Waukesha, WI, USA, 53189

EXPERIENCE

OWNER / MARKETING CONSULTING

Solid 6, LLC - mbatzler.com

1998 to Present

- Marketing for business: Marketing for business with services that include: brand generation, merchandising, full package marketing campaigns, trackable analytics ROI assessment. Applying inbound marketing methodologies and techniques of Gary Vaynerchuk's strategies for Digital Marketing. Being a one stop shop for small businesses. Services include everything - print, web, video, photo, and marketing strategy.

Current Key Roles:

Marketing/Webmaster at Fox River Christian Church: March 2011-2016

Creative Director at Fox River Christian Church: March 2017-present

- Responsible for all marketing; merchandise, web, print, video and social media. Achieving brand consistency across all websites, live production, and social campaigns and ads, while consistently building the online audience.
- Managing staff & volunteers to execute weekly & future planned marketing & production needs through all mediums.
- Championing brand/marketing standards & process for consistent representation of business across all marketing & printed merchandise.

Marketing Lead for Tofte's Table

- Responsible for all merchandising, branded products, web presence and marketing campaigns since the open of the restaurant.

Additional Business Customers (Same duties): Feather & Fringe Boutique, IZOD, The Steaming Cup, Realty Executives, Bright Cellars, Ward4, Spring City Wine House, Concert Promotions, and others.

INSTRUCTION / INBOUND MARKETING

devCodeCamp/Brensten Edu

2013 to 2016

- Digital Marketing for company websites, social media, email & 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 & instructed courses for Digital Marketing program including key concepts: Social Media Strategy, Inbound Marketing, SEO strategies, B2B Sales, Adobe Photoshop, and Marketing Application.

Certifications: HubSpot Certified, HubSpot Inbound Marketing & HubSpot Design Certified.

MARKETING LEAD

Robotic Solutions Inc.

2011 to 2013

- Marketing lead for all web, print and merchandising materials developing a strategic process for consistency across all mediums.
- Scheduling, marketing & correspondence for Nationwide trade shows that company will display. (Average five shows per year)

WCTC

MICROCOMPUTER SPECIALIST

Microcomputer I & II, Microsoft Office Suite, Web Design, Network Engineering

ADVANCED TECH CERTIFICATE

Desktop Publishing - Adobe Creative Suite, Integrated Digital Design

CERTIFICATIONS

GOOGLE ANALYTICS / ADWORDS

Video, Mobile, Search & Display

HUBSPOT CERTIFICATION

Inbound Marketing & Design Certified

TECHNICAL

ADOBE CREATIVE SUITE

Photoshop
Illustrator
Premiere
Lightroom
After Effects
Dreamweaver

PHOTOGRAPHY DIGITAL MARKETING

Web & Social Media

HUBSPOT CODING

HTML, CSS, PHP, JAVASCRIPT

CAPTURE ONE NEUENDO

INTERESTS

Volunteering experience using music, design & photography skill set.

Working on, and riding my motorcycle for some freedom.



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