|  |  |
| --- | --- |
| **Michael Diaz**Winter Park, FLm: 954.254.5202mike@mikeideas.com[LinkedIn](https://www.linkedin.com/in/mikeideas/)| [Website](https://www.mikeideas.com/) |  |

** Professional Summary**

*Vision-driven creative director with career-long record of business operations, design development, and team management success for leading organizations*

Proven talent for aligning business strategy and objectives with established project development and operations management paradigms to achieve maximum impacts with minimum resource expenditures. Growth-focused thought leader driven to optimize and innovate effective product creation and sales strategy to cultivate client and profit growth. Exceptionally dedicated professional with keen interpersonal, communication, and organizational skills, as well as team management, concept development, and resource allocation expertise.

 Core Competencies

|  |  |  |
| --- | --- | --- |
| * Copywriting
* 3D Modeling
* Data Analytics
 | * Illustration
* Graphic Design
* Photography and Film
 | * Team Leadership
* Creative Direction
* Project Management
 |

**Professional Experience**

Mike Ideas Studios, Winter Park, Fl April 2011 to Present
**CREATIVE DIRECTOR**

* Conduct comprehensive qualitative market and competitor analysis to create effective brand strategies and initial pitch offerings
* Build Woocommerce, Squarespace and Shopify websites with advanced plugins, tracking, funnels, and integrations
* Attracted 150k+ visitors and secured $5k+ in searchbestsellers.com affiliate revenue from viral article on Lifehacker
* Devise business cards, flyers, training manuals, brochures, product manuals, packaging, stickers, banners, signs, and posters
* Founded Cleveland Clinic and Broward Health bids for AK Building Services, producing a combined $3.4M annually
* Conceptualize and established promotional films, portraits, sports and Amazon product photographs
* Negotiate budgets, define project scope, honor deadlines, and prepare deliverables
* Coordinate design and handoff of brand system for annual Chili for Charity event accumulating $500K in donations for the Rotary Foundation and over 30 local non-profits.
* Guide the launch of 34 product listings for Amazon leader, Peak Gear, to develop revenue by 30% to $128K annually

Brand Hut Agency, Los Angelas, Fl, October 2015 to March 2022

**CREATIVE DIRECTOR and LEAD DESIGNER**

* Headed cross-functional creative teams to develop concepts and execute creative projects across social, digital, and traditional media
* Act as creative director, designer, and photographer for a $500K+ ARR agency with 20+ clients and 15 employees
* Direct and execute all website, photo, packaging and brand collateral from concept to completion
* Troubleshoot listing communication pitfalls to foster consumer confidence and enhance weekly sales from $67k to $166k within a month
* Escalate Amazon Ad conversions by 20% each year with industry-leading photography and graphics
* Lead production of branding, websites, photos, packaging, graphics and copy for weekly product launches
* Collaborate with agency CEO to investigate, formulate, and advise on objectives for client projects
* Disseminate value from keywords, audiences, competitors and industry trends to achieve competitive advantages
* Optimize production process by establishing a standard of operations to lessen lead times on 27 product variants resulting in a 60% increase in efficiency
* Created the entirety of 43 product listings for the international 7-figure headphone manufacturer, Onanoff

Safari Ltd, Miami, Fl, Jan 2015 to October 2015
**ACCOUNT EXECUTIVE**

* Founded two $10,000 animal figurine orders and produced $50,000+ in customer growth plans for dozens of American museums and toy stores
* Amplified revenue by $20,000 for dozens of accounts totaling $500,000 per year in revenue
* Spearheaded relations with over 1,000 active accounts including Six Flags, Hobby Town and Palace Entertainment
* Supported the highest calls and talk times, exceeded $7,500 trade show goals
* Partnered with existing clients to uncover potential areas of expansion and present findings to other account executives
* Aligned invoices, quotes, orders, claims, CRM activities, and growth campaigns

Previous Experience

Broward Public Schools, Parkland, Fl, April 2013 to Jan 2015 | **INSTRUCTOR**

Art Miami TV, Miami, Fl, Nov 2011 to Jan 2012 | **MARKETING INTERN**

**Education and Credentials**

Bachelor of Science (B.Sc.) in Marketing, 2011

*University of Central Florida, Orlando, FL, USA*

Highschool Graduate, 2007

*Cardinal Gibbons Highschool, Fort Lauderdale, FL, USA*

**Press**

2022 | **CBS, NBC, ABC, FOX |** [Mike Ideas Invents the first Human Amazon Inspired Product Page](https://www.mikeideas.com/press/)

2019 | **Orlando Sentinel** | [Artist couple brings ‘Heaven’ to Mills Gallery](https://www.orlandosentinel.com/entertainment/arts-and-theater/os-et-heaven-is-a-place-on-earth-mills-gallery-orlando-20190524-o67rmjxuwbemtcke4rtc4mzjzi-story.html)

2019 | **Lifehacker |** [Search Amazon's Bestseller Lists on This Site](https://lifehacker.com/search-amazons-bestseller-lists-on-this-site-1836056131)

2015 | **3D PRINTING INDUSTRY |** [What is a Knuckie? A Klutzy phone owner’s 3D Printer Best Friend](https://3dprintingindustry.com/news/knuckie-phone-owners-3d-printed-39442/)

2014 | **QUARTZ |** [These are the 7 best tablets for kids](http://qz.com/314756/these-are-the-7-best-tablets-for-kids/)

2014 | **CENTRAL FL FUTURE |** [UCF alumnus creates innovative phone stand](http://www.centralfloridafuture.com/story/news/2014/10/08/ucf-alumnus-creates-innovative-phone-stand/16931963/)

2013 | **MIAMI NEW TIMES |** [2013 Supercon](https://www.miaminewtimes.com/arts/florida-supercon-2013-horny-robots-tramp-stamps-and-slow-dancing-with-george-takei-video-6493053)

2011 | **SUN SENTINEL |** [Coral Springs' man's project encourages closed eyes, open ears - Article and Short Film](http://articles.sun-sentinel.com/2011-09-02/news/fl-pick-your-nos-conversation-20110901_1_sustainability-people-high-schools)

**Volunteerism**

IDEAS, Orlando, Fl, 2010, 2011, 2012, 2013, 2014 | **VOLUNTEER and PRO BONO GRAPHIC DESIGNER**

Rotary Club, Winter Park, Fl, 2022 | **BRANDING & GRAPHIC DESIGN VOLUNTEER**

Mead Botanical Gardens, Winter Park, Fl, 2022 | **BRANDING & GRAPHIC DESIGN VOLUNTEER**

Dhama Patapa, Jesup, GA, 2013, 2014, 2016 | **10 DAY MEDITATOR | 10 DAY VOLUNTEER**

**Additional Information**

**Languages:** English, Spanish

**Technical Proficiencies:** Windows, Mac OS, Microsoft Exchange, Microsoft Office Suite, Adobe Creative Suite, Shopify, WordPress, Wix, Figma, SEO, SEM, Social Media Ads, Canva

**Interests:** Emerging Tech, Psychology, Philosophy, Product Design Kickstarter, 3D Printing, DIY Education, Yoga, Hiking, Tennis, Carpentry, Meditation, Qigong