

MICHAEL ANTHONY HAYES

102 Westover Road, Highwood, IL 60040

Mobile: 312/888-1810 | Email: michael@vinylskyway.com

Portfolio: <https://www.krop.com/michaelhayes>

PROFESSIONAL SUMMARY

- Marcom professional experienced in leading successful global corporate marketing campaigns
- Marketing veteran with capabilities in corporate content leadership, corporate communications, B2B and B2C go-to-market strategy, brand management, creative direction, team development

EMPLOYMENT HISTORY

Skyway Design | Highwood, IL

Independent Marketing Consultant since September 2017

- Create visually appealing concepts for branding and marketing campaigns, go-to-market products, trade shows, corporate presentations, packaging, ads and videos for clients including Endurance Brewing Company, Adams Street Partners, Continuum Clinical, Doorbell Diner Private Chef, Discover, Weber Shandwick PR, Arnold Advertising
- Content creator for Launch Briefs, RFPs, Creative Briefs, Brand Guidelines, User Guide, Pitch Decks, SharePoint web design and content management, corporate Presentation Template branding and design

Shure, Incorporated | Niles, IL

Global Marketing Manager, Integrated Brand Communications (Niles, IL) May 2015 – August 2017

Responsible for providing leadership and guidance to all Marketing divisions and three Marketing regions across Asia, Europe and the Americas. Instrumental in maintaining alignment between corporate leadership, product marketing, sales management and departmental communications through stewardship of the organization's overall brand messaging and business objectives. Managed development / coordination of communications processes and programs in the quest to bring new products to market and increase/maintain market share for existing Shure products. Managed the RFP process and selection of agency services for content, creative and materials. Served as a lead point of contact for the development of marketing materials supporting go-to-market products.

Budget analysis and strategy

- Led numerous successful go-to-market product launches including Shure Microflex Advance (over \$100 MM in global sales since 2016 launch)
- Managed and steered marketing toolbox, strategy and timeline for over thirty Shure go-to market products across three global regions
- Transitioned numerous variations of Brand guidelines into one global mandate

Siemens Industry, Building Technologies Division | Buffalo Grove, IL

Sr. Communications Strategist Oct 2013 - May 2015

Senior member of the Employee & Leadership Communications team, working closely with executive team to support leadership growth objectives and change management initiatives. Served role of content manager, creative director and brand steward, developing crisp content and effective internal employee communications.

- Successfully managed internal communications messaging and events for executive leadership to over 20,000 employees in North America via email, company intranet, video, employee town hall meetings, corporate leadership meetings, trade shows, webcasts, surveys, initiatives

Avid Technology | Burlington, MA

Senior Graphic Designer and Executive Presentation Oct 2011 - Mar 2013

Senior member of internal creative team reporting to Creative Director and Chief Marketing Officer. Developed concepts and strategies for marketing campaigns, ads for global trade pubs. Served as the CEO's Presentation Specialist, developing the Avid Corporate story

- Key contributor to the Avid rebranding project
- Major contributor to global marketing campaigns "Avid. What's Your Story?" and "Imagine"
- Content creator for Avid story with modular corporate presentations in collaboration with CEO and executive team
- Employee award winner for collaborative spirit, design concepts and pro-bono involvement

Aquent Partners | Boston, MA and Chicago, IL

Sr. Presentation, Multimedia and Graphic Designer Dec 1997 - Oct 2013

Graphic Design and Multimedia Specialist serving a variety of roles including Presentation project management, audio and video recording and editing. Develop assets for new business pitches and trade shows; compile assets for marketing toolboxes on campaigns including "America Runs on Duncan", Bud Light, and Endurance Brewing. Build PowerPoint and Keynote slide decks for new business pitches. Create content for C-level executives and manage projects such as financial reviews. Contract and full-time positions with companies including Wellington Management, Fidelity, State Street Global Advisors, State Street Corporation, Red Advertising, Mullen Advertising, Hill, Holliday, Arnold, Fidelity Investments, Columbia Management, Bain, Millennium Pharmaceuticals.

Accomplishments:

- Utilized continuing education opportunities at the Aquent Graphics Institute to evolve from PowerPoint Specialist to Senior Graphic Designer
- Built flagship audio / video recording suite at Wellington Management and initiated the process of disseminating financial roundtable discussion podcasts for employees and clients of the firm
- Developed technical acumen and project management skills, serving multiple projects in fast-paced environments

EDUCATION

Berklee College of Music (Boston, MA)

Graduate studies from May 1996 through May 1998 included arranging, harmony, performance, production, songwriting and theory; B.E.S.T. Scholarship Recipient for Songwriting

Marquette University (Milwaukee, WI)

B.A. in Communications, May 1991

Double Major in History and Broadcasting; Student Government Senator; Reporter/Writer for MUTV, MURadio and MU Trib; Intern for NBC Sports in Chicago (Mark Giangreco) and ABC Sports (Mark Johnson) in Milwaukee

PUBLISHING ENTREPRENEUR

Vinyl Skyway Worldwide Publishing

- Preside over catalog of music containing over 100 songs
- Member of BMI
- License songs for films, cable programming and commercials

VOLUNTEER

- Father of three and AYSO volunteer soccer coach / referee
- Braeside and Green Bay School PTO volunteer
- Shattuck Shelter and Pine Street Inn volunteer for food and clothing drive events

