

MICHAEL HAYES

Highland Park, IL 60035

mahsongs@gmail.com

312-888-1810

- Marcom professional experienced in leading successful global corporate marketing campaigns
 - Content Manager specializing in corporate branding and internal communications
- Capabilities including creative direction, team development, corporate messaging, thought leadership, B2B and B2C go-to-market strategy



WORK EXPERIENCE

Independent Marketing Consultant

SKYWAY DESIGN - Highland Park, IL

September 2017 to Present

Create visually appealing concepts for branding and marketing campaigns, communications, go-to-market products, trade shows, corporate presentations, packaging, ads and videos for clients including Walgreen Co., Endurance Brewing Company, Adams Street Partners, Continuum Clinical, Elite Nursing.

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

Global Marketing Manager, Integrated Brand Communications

SHURE, INCORPORATED - Niles, IL

May 2015 to 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

- Served as the lead for many successful go-to-market product launches including Shure Microflex Advance and Axient Digital
- 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 Buffalo Grove, IL

Sr. Communications Specialist

Building Technologies Division

October 2013 to 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
- Executed quick response internal corporate communications via email, company intranet, video, employee town hall meetings, corporate leadership meetings, trade shows, webcasts, surveys, initiatives

Sr. Graphic Designer

AQUENT PARTNERS - Chicago, IL

March 2013 to October 2013

- Projects with Discover, ThyssenKrupp, AbbVie and Mallinckrodt Pharmaceuticals
- Creative Director and Content Manager for the Thyssen-Krupp 2013 National Forum for North American executives

Senior Graphic Designer and Executive Presentation

AVID TECHNOLOGY - Burlington, MA

October 2011 to March 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

Sr. Presentation, Multimedia and Graphic Designer

AQUENT PARTNERS - Boston, MA

December 1997 to October 2011

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.

HIGHLIGHTS:

- Marketing lead for most successful global product launch in history of Shure, Inc., (Microflex Advance ceiling / table array microphones)
- Music Publisher and songwriter, owning rights to catalog of over 100 songs licensed to film, cable and commercial programming
- Utilized continuing education opportunities at the Aquent Graphics Institute, evolving from Presentation Specialist to Sr. Graphic Designer
- Completed extensive Real Estate training course with Coldwell Banker in 2009 and acquired a license to buy and sell properties in MA
- 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 during the Great Recession of 2008-2009



EDUCATION

Master's in Graduate studies

Berklee College of Music - Boston, MA

May 1996 to Present

B.A. in Communications in History and Broadcasting

Marquette University - Milwaukee, WI

May 1991



SKILLS

- **Microsoft Powerpoint**
- **Microsoft Excel**
- **Keynote**
- **Adobe Creative Suite**
- **Final Cut Pro**
- **Video Editing**
- **Branding**
- **Content Creation**
- **Web Design**
- **Search Engine Optimization (SEO)**



LINKS

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