

MICHAEL ANTHONY HAYES

Content Creator and Marketing Manager | Portfolio: <https://www.krop.com/michaelhayes>

PROFESSIONAL SUMMARY

Accomplished marketing and communications professional with over twenty years of experience in print and digital creative, product marketing, content management, team and project management, social media, copywriting, project planning, media strategy, PR and Corporate Communications. Dynamic manager who invests in the prosperity of team members while striving to champion the executive vision. Highly skilled at developing efficient processes in the creative production channel. Intuitive creative leader with insightful brand positioning.

CURRENT EMPLOYMENT

SKYWAY DESIGN | Highland Park, IL

Marketing Consultant since 2017

- Creator of visually appealing concepts for marketing campaigns, internal communications, rebranding initiatives, trade shows, corporate presentations, packaging, ads and videos for clients including Nicoya Health, Mirum Pharmaceuticals, Walgreen Co., Endurance Brewing Company, Adams Street Partners, Continuum Clinical
- 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

EMPLOYMENT HISTORY 1997 - 2017

SHURE, INCORPORATED | Niles, IL

Global Marketing Manager, Integrated Brand Communications, 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.

- Lead for numerous successful go-to-market product launches including Shure Microflex Advance and Axient Digital
- 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
- Lead point of contact for the development of marketing materials supporting go-to-market products, budget analysis and strategy

SIEMENS INDUSTRY | Buffalo Grove, IL

Sr. Communications Specialist, Building Technologies Division, 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 25,000 employees in North America and Canada
- Executed quick response internal corporate communications 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 and design concepts

AQUENT PARTNERS | Boston, MA and Chicago, IL

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

Graphic Designer and Multimedia Specialist serving a variety of roles including content creation. Developed concepts and assets for marketing campaigns, new business pitches and trade shows. Contributor to many major campaigns including "America Runs on Duncan", Anheuser-Busch Budweiser, Bud Light and Michelob. Produced corporate presentations in PowerPoint and Keynote for senior executives and sales teams. 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, Abbvie and **Mallinckrodt** Pharmaceuticals.

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; 3.7 GPA

Marquette University (Milwaukee, WI)

B.A. in Communications, May 1991 (Double Major in History and Broadcasting)

VINYL SKYWAY PUBLISHING WORLDWIDE

Singer/songwriter and Publisher since June 1996

- Over 100 published works from ten full-length albums appearing in film, commercial and digital licensing
- Manager and Administrator of personal catalog of publishing works since 1998

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