

Michael Yost

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SKILLS

Copywriting, SEO, SEM, PPC, Graphic Design, Web Design, Photography, Audio Editing and Production, Videography, Email Marketing, Social Media Management and Marketing, Web Analytics

SOFTWARE:

Adobe Creative Suite CC, Microsoft Office Suite, Microsoft Operating Systems, Apple Operating Systems, Linux Operating Systems

CMS / CRM:

WordPress, Drupal, Tendenci, Act-On, Sugar, Salesforce, SharePoint

CODING LANGUAGES:

CSS, JavaScript, HTML, jQuery, SQL, Bootstrap

EDUCATION

Master of Art

Digital Media Studies

University of Houston - Clear Lake

Bachelor of Arts

History

University of Houston - Clear Lake

Associates of Arts

Behavioral Sciences

San Jacinto College

EXPERIENCE

INDEPENDENT GRAPHIC DESIGNER & MARKETING CONSULTANT

Houston, TX | May 2003 to Present

- Create all types of digital and print collateral pieces including: brochures, flyers, catalogs, billboards, tradeshow booths, email newsletters, and other material as needed by client
- Working as part of a team with printers, copywriters, photographers, stylists, illustrators, other designers, account executives, web developers and marketing specialists.
- Meeting clients or account managers to discuss the business objectives and requirements of the job
- Design and code websites by hand or using a CMS as advised and requested by client

PROFESSOR, ART & DESIGN

San Jacinto College - Houston, TX | August 2016 to Present

- Documents students' attendance, participation, and academic progress by giving and grading assignments, projects, quizzes and/or examinations that lead to a final grade
- Planned and taught essential elements of art, design, digital media, and digital marketing
- Work with students individually on how to best meet their academic and professional goals

CREATIVE DIRECTOR & DIGITAL MARKETING MANAGER

Solid System CAD Services - Houston, TX | June 2015 to December 2018

- Propose, plan, design, and deliver a full range of high-impact collateral, including, press releases, presentations, email campaigns, video, and electronic publications
- Apply story development, directing, and editing to digital designs to create storyboards that show the flow of the concept/design
- Provide functional expertise, best practices and recommendations regarding the execution of marketing campaigns including email, social media campaigns, press releases and interviews.
- Manage all aspects of website design and updates, including copywriting, added new features, and updating designs causing an increase of web traffic by 300%
- Create and measure, analyze and optimize marketing related content performance in the various online and offline communication channels and provide insights and key learnings to affiliated teams.

WEB MARKETING SPECIALIST / GRAPHIC DESIGNER

CMC Construction Services - Houston, TX | December 2011 to June 2015

- Manage company social media presence leading to a rise of followers by 250%
- Evaluated existing and implementing an updated PPC program that lowered costs by 20% while increasing keyword efficiency and website traffic
- Write and publish both an internal and external email newsletter and blog to display current business practices and projects
- Design digital and print flyers, magazine advertising, direct mail pieces, and building signage
- Revamp outdated material and created new content on company website that help boosted website search result rank and boosted website visits by 25% over a year period

ONLINE MARKETING MANAGER

Marketing Best Practices Inc - Friendswood, TX | November 2006 to November 2011

- Generated over 35,000 e-mail leads using a series of video, viral, social, and e-mail marketing
- Built a web property gaining over 80,000 visits a month through implementing viral and social media marketing strategies
- Lowered costs by 75% by designing and editing website templates within the company
- Oversaw and managed projects outsourced to contractors saving upwards of 200% per project
- Increased website traffic by 400% by designing a series of online advertisements

NEW MEDIA SYSTEMS ANALYST

DLS Development - Houston, TX | July 2007 to July 2011

- Increased clientele base by 125% by implementing new media and social media systems
- Engineer and coordinate web and graphic design team
- Decreased overhead by five-figures advising clients on digital media system changes
- Saved the company 30% per project using advance design and research method