

# MICHAEL YOST

CREATIVE DIRECTOR | BRAND & DIGITAL MARKETING LEADER

713.447.5362 | yostmp@gmail.com

michaelyost.com | Open to Relocation

## PROFILE

Creative Director with 20+ years of experience leading multi-disciplinary teams in digital marketing, UX/UI design, and brand development. Proven success in executing data-driven campaigns, building high-performing teams, and delivering results across industries including tech, B2B, education, and healthcare. Combines strategic thinking with hands-on design execution to drive engagement, visibility, and conversion. Adept at integrating emerging tools like AI into creative workflows. Maintains a full-time leadership role in higher education while actively managing freelance and consulting projects year-round.

## CERTIFICATIONS

Google Digital Marketing & E-Commerce

Google UX Design

HubSpot Content Marketing

Google Data Analytics

Semrush SEO Fundamentals

## TOOLS & PLATFORMS

**Design:** Adobe Creative Suite, Figma, Canva, Affinity

**AI/Creative Tech:** ChatGPT, MidJourney, Runway, Adobe Sensei

**Web/UX:** WordPress, HTML/CSS, JavaScript (basic), Bootstrap

**SEO/Analytics:** Google Analytics, SEMrush, Yoast

**CRM & Marketing:** Salesforce, HubSpot, Marketo, Act-On, LinkedIn Campaign Manager

## EXPERIENCE

### Program Director & Professor - Digital Media & Graphic Design San Jacinto College - Houston, TX | August 2016 - Present

- Full-time academic leader managing curriculum development, faculty hiring, and cross-functional collaboration.
- Directed the integration of UI/UX, digital marketing, and AI-driven tools into the college's design curriculum.
- Led strategic initiatives that tripled program enrollment and increased student retention through improved engagement and modernized learning delivery.
- Developed and taught advanced courses in branding, marketing, and design theory.
- Regularly manages faculty teams, budgets, and program growth strategies while mentoring junior instructors and advising students.
- Balances full-time leadership duties with external consulting, especially during summer/winter breaks and non-teaching periods.

### Creative Director and Digital Media Consultant Yost Creative Solutions - Houston, TX | May 2005 - Present

- Led strategic brand development and full-scale creative direction for 75+ clients across tech, healthcare, and education.
- Managed cross-functional teams of designers, developers, and content creators to deliver cohesive multi-platform campaigns.
- Executed integrated digital marketing plans involving SEO, PPC, email, and content strategy, resulting in measurable growth (e.g., 20%+ increase in conversions, 50%+ boost in visibility).
- Designed and optimized websites with performance-based UX/UI, increasing engagement and reducing bounce rates.
- Directed storytelling across video, social, and web platforms, aligning messaging with audience insights and analytics.

### Creative Director & Digital Marketing Manager Solid System CAD Services - Houston, TX | June 2015 - December 2018

- Repositioned company brand through a comprehensive redesign of marketing collateral, including digital assets, web platforms, and video content.
- Supervised in-house creatives and freelancers to execute branding, advertising, and sales enablement tools.
- Increased website traffic by 300% through SEO, targeted content, and UI improvements.
- Analyzed campaign metrics and refined strategies to continuously improve reach and ROI.
- Acted as liaison between executive leadership and creative teams, ensuring alignment with business growth goals.

## CORE COMPETENCIES

**Creative Leadership:** Guiding cross-functional teams with a focus on mentorship, collaboration, and high-quality digital, design, and content output.

**Strategic Marketing:** Driving growth through SEO, content strategy, PPC, and analytics aligned with business goals.

**Brand & Visual Strategy:** Crafting cohesive identities, multi-platform storytelling, and audience-driven visuals.

**UX/UI & Web Optimization:** Creating accessible, conversion-focused digital experiences with smart front-end strategy.

**Client Solutions:** Developing long-term strategies rooted in client goals and audience needs.

**Project Management:** Delivering complex projects on time and on budget while meeting KPIs.

**AI & Martech Integration:** Using tools like ChatGPT, Adobe Sensei, and automation to enhance workflows and insights.

## EDUCATION

Digital Media Design - MA  
University of Houston - Clear Lake

History - BA  
University of Houston - Clear Lake

## EXPERIENCE (CONTINUED)

### Web Marketing Lead & Graphic Designer

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

- Drove social media and paid advertising strategy, increasing follower count by 250% and web traffic by 25%.
- Designed and developed cohesive brand visuals across print and digital platforms.
- Launched newsletter and blog initiatives, strengthening client engagement and inbound lead flow.
- Led SEO/SEM initiatives and worked with web developers to improve on-page performance.
- Mentored junior designers and collaborated with internal departments to support corporate marketing goals.

### Online Marketing Manager

Marketing Best Practices - Houston, TX | November 2006 - November 2011

- Developed and managed digital content strategy for high-volume sites, peaking at 80K+ monthly visitors.
- Generated 35,000+ email leads through viral campaigns, content marketing, and social media automation.
- Built and deployed custom website templates, reducing dev costs by 75% and improving brand alignment.
- Led outsourced creative teams and managed editorial calendars, content publishing, and performance tracking.