Michael Yost

Marketing Director · Demand Generation · Brand Strategy

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Twenty Years of Building Marketing Systems that Actually Work

Summary

Marketing director with twenty years of experience building and scaling marketing functions across B2B technology, higher education, nonprofit, and healthcare sectors. Proven ability to generate measurable pipeline growth through integrated campaigns, SEO, SEM, paid media, automation, and brand strategy. Known for combining creative direction with analytics to drive double digit revenue gains, improve visibility, and create marketing systems that actually work. Strong leadership background including team supervision, vendor management, and cross functional collaboration. Skilled in budget planning, resource optimization, and aligning marketing with organizational goals.

Core Competencies

Demand Generation · Integrated Marketing Campaigns · Brand Strategy · SEO and SEM · Team Leadership
Marketing Analytics · Content Strategy · Creative Direction · Traditional and Print Marketing

Experience

Creative Director & Marketing Consultant
Yost Creative Solutions (YCS) - Houston, TX | May 2005 - Present
Built and led a consultancy supporting more than 75 clients across education, nonprofit, and B2B technology sectors

- Developed brand platforms, messaging frameworks, and identity systems that contributed to average client revenue growth of 15% year over year.
- Designed and executed integrated campaigns across SEO, SEM, paid social, content marketing, and email, delivering 20% to 50% increases in engagement and conversions.
- Created and launched more than 25 brand identity systems and websites that improved positioning and competitive differentiation.
- Increased client web traffic by an average of 35% within six months through SEO strategy, UX improvements, and targeted content optimization.
- Provided creative direction and supervised external designers, writers, developers, and subcontractors to deliver cohesive, high performing campaigns.
- Delivered digital marketing and analytics training to more than 400 professionals, equipping internal teams to manage campaigns and reporting independently.

Program Director / Professor - Digital Media & Graphic Design
San Jacinto College - Houston, TX | August 2016 - Present
Lead a multidisciplinary program serving more than 250 students annually, overseeing curriculum strategy, digital transformation, creative production, and cross functional collaboration

- Increased enrollment in core courses by 15% through improved program visibility, refreshed content, and coordination with college marketing.
- Directed hybrid and online expansion that broadened audience reach, modernized delivery, and improved student engagement.
- Supervised, hired, and developed more than 15 adjunct faculty, managing performance, workflow standards, and alignment similar to leading a creative or marketing department.
- Built partnerships with regional employers and organizations to support outreach, enhance program credibility, and strengthen recruitment pipelines.
- Introduced AI enabled tools to improve content creation, workflow efficiency, and digital production quality.
- Managed program budgets, resources, and promotional assets with a focus on strategic allocation, ROI, and operational improvement.

Digital Marketing / Design Manager (Consultant)
XSi / Evernex - Remote | March 2020 - July 2024

- Produced high performing digital marketing assets, including white papers, case studies, and campaign materials that supported global sales and account growth.
- Drove a 30% increase in organic traffic by overhauling SEO structure, refining content strategy, and improving on site UX.
- Built and optimized HubSpot automation workflows that lifted email open rates by 15% and reduced cost per lead by 20% across multiple campaigns.
- Partnered with sales, operations, and technical leadership to align branding, analytics, and user experience, strengthening lead generation across global markets.

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

- Directed a full corporate rebrand and unified brand architecture that increased web traffic by 300% and drove strong lead generation.
- Managed UX optimization, content strategy, and analytics improvements that lifted conversions and strengthened long term customer engagement.
- Oversaw agency partnerships and vendor contracts, managing collateral development, digital campaigns, and trade show marketing.
- Produced marketing collateral and multi channel campaigns that supported national sales initiatives and improved pipeline performance.

Web Marketing Lead / Graphic Designer
CMC Construction Services - Houston, TX | December 2011 - June 2015

- Led digital marketing initiatives across SEO, social, and content, driving a 25% increase in site traffic and 250% growth in social engagement.
- Designed and maintained brand consistent collateral, event materials, and sales support tools for a national distribution network.
- Produced cross platform design assets for web, print, and digital campaigns supporting growth across multiple product lines.

Education

- **Master of Arts, Digital Media Studies** — University of Houston–Clear Lake
  Emphasis in design, communications, marketing strategy, programming, and copywriting
- **Bachelor of Arts**, History — University of Houston–Clear Lake

Certifications

- Google Digital Marketing and E-Commerce
- Google UX Design
- HubSpot Content Marketing
- Google Analytics 4

Tools & Platforms

- **Design & Creative:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign, XD, Premiere Pro), Figma, Canva
- **Digital Marketing & CRM:** HubSpot, Salesforce, Marketo, Mailchimp, LinkedIn Campaign Manager, Google Ads, Meta Ads Manager
- **Web & UX:** WordPress, Shopify, Squarespace, HTML/CSS, Bootstrap
- **Analytics & SEO:** Google Analytics 4 , Google Tag Manager, SEMrush, Moz, Yoast SEO
- **Collaboration & Productivity:** Microsoft 365, Google Workspace, Teams, Slack, Asana, Trello
- **AI & Automation:** ChatGPT, MidJourney, Runway, Adobe Sensei, Zapier