Michael D. Blosser

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Overview

Innovative digital leader, strategist, and marketer with expertise in website/app development, e-commerce, mobile, social media, and print. Proven track record in directing resources (technical, creative, and editorial) and managing operations across multiple media platforms. Skilled in web and mobile development, marketing strategy, business analysis, SEO, product development, and project management. Passionate about creating exceptional digital products and user experiences that elevate brands and drive business growth. Results-oriented, big-picture thinker with a hands-on approach to leadership, able to inspire, mentor, and guide high-performing teams to deliver impactful marketing and technical solutions aligned with organizational goals.

Professional Summary

- **Leadership:** Executive presence with strong influence and over 10 years of experience managing and mentoring internal teams and third-party resources. Proven ability to recruit top talent, assess strengths and weaknesses, and cultivate skill development. Passionate about fostering innovative thinking, driving performance, and supporting continuous growth and leadership development within teams.
- **Vision:** Proven champion of innovation with a talent for identifying new possibilities and opportunities. Skilled in presenting forward-thinking ideas to organizational leadership and securing support for ambitious, high-impact projects.
- **Strategy:** Expert in leading digital business strategies and long-term technology and marketing planning. Focused on data-driven decision-making through analytics, surveys, focus groups, user feedback, and test-and-learn experimentation. Skilled in integrating internal insights to shape effective, results-oriented strategies.
- **Marketing:** Seasoned in creating innovative products, building engaged audiences, and executing integrated multi-channel campaigns across web, social media, email, paid search, online video, and print advertising. Focused on driving impactful results through cohesive and targeted marketing strategies.
- **Creative & Innovation:** Strong creative thinker and futurist with a passion for designing innovative and delightful user experiences. Skilled at identifying new market opportunities and developing products to address them. A driver of business process innovation, services, and technologies aimed at enhancing customer experience, improving efficiency, and streamlining workflows.
- **Product Development / Management:** Expertise in product ideation, concept evaluation, and market analysis. Skilled in business analysis, including requirements gathering, defining parameters, writing functional specifications, wireframing, and creating user stories/storyboarding. Experienced in managing technical implementation, overseeing quality assurance testing, and ensuring successful product delivery.
- **Process:** Experienced in implementing agile and incremental development practices across multiple organizations. Adept at developing and managing in-house production systems and processes to drive long-term efficiency and streamlined workflows. Skilled in defining clear goals, documenting guidelines, and enforcing standards and best practices to ensure consistent and high-quality results.
- **Branding & User Interface:** Expertise in developing cohesive branding and compelling narratives across digital properties. Strong design sensibility with a deep understanding of web usability principles, including user interface (UI), user experience (UX), layout, and typography, ensuring seamless and engaging interactions.

- **Results:** Proven track record of delivering world-class product launches that define categories, enhance user experiences, and drive market positioning. Expertise in improving conversion rates, generating value, and increasing revenue. Skilled in attracting and engaging targeted audiences to deliver measurable results. Strong ability to set clear goals, manage projects effectively, and ensure teams meet deadlines consistently.
- **Collaboration:** Skilled at championing new ideas and fostering a collaborative work environment that breaks down departmental silos. Adept at diplomatically navigating organizational dynamics and sensitivities. Strong communicator, able to connect effectively across functions, departments, and levels of the organization.
- **Integration:** Skilled in evaluating and seamlessly integrating front-end, back-end, and CRM data to ensure cohesive system functionality and data flow.
- **Search Engine management:** Expertise in search engine optimization (SEO) and search engine marketing (SEM) to enhance online visibility and drive targeted inbound traffic, ensuring maximum reach and engagement.
- **Project Management:** Experienced in defining project tasks, managing scope, scheduling resources, and monitoring performance. Skilled at identifying risks, resolving issues, and ensuring timely project delivery while maintaining high-quality standards.
- **Analytics:** Strong background in analytics with proficiency in measuring traffic and campaign performance using advanced analysis tools. Skilled in applying business intelligence methodologies to understand online consumer behavior, extract actionable insights, and provide data-driven recommendations for future strategies.
- **Design:** Strong understanding and hands-on experience applying graphic design best practices to create innovative and impactful designs across print, web, and video platforms.
- **Work Ethic:** Highly organized with a strong work ethic and a dedication to achieving organizational goals. Committed to delivering high-quality results and exceeding expectations.

Professional Experience
2009 – Present
UI/UX Developer
AAA Auto Club Group
- Lead the development and maintenance of all AAA internal and external websites, ensuring a seamless user experience across platforms.
- Spearhead integrated digital marketing strategies and manage day-to-day production for AAA Auto Club Group's online presence.
- Lead a team of writers and developers to drive the ongoing development and management of AAA Auto Club Group's digital communications.
- Collaborate with cross-functional business teams to gather input for marketing and web-related projects, ensuring alignment with organizational goals.
- Oversee the creation, distribution, and tracking of email campaigns, reaching over 500,000+ subscribers per month.
- Provide ongoing analysis of UI/UX for AAA Auto Club Group websites, offering insights on usability improvements and implementing SEO and social media marketing strategies.

2008 – 2009
Sr. Web Developer
Educyber Inc.
- Develop and design custom client websites, eCommerce platforms, and Content Management Systems (CMS) tailored to client needs and goals.
- Collaborate with both new and existing clients to determine website layout, functionality, and user experience, while providing SEO and social media marketing solutions.
- Innovate and conceptualize new products, driving efforts to simplify and enhance the overall customer experience.
- Engage with internal stakeholders to gather insights and prioritize project requirements, ensuring alignment with business objectives.

- Owned and led ongoing search engine optimization (SEO) initiatives, implementing best practices to drive organic search traffic and improve the visibility of digital properties.

2006 – 2008
Creative Designer
Instant Access Media
- Designed high-impact graphic and video projects, including marketing materials, logo design, video animations, 3D animations, web design, and motion graphics.
- Established and communicated clear project plans to key stakeholders, ensuring alignment and timely delivery.
- Managed production workflows and digital assets, ensuring efficient handling and organization throughout the project lifecycle.

2004 – 2005
Graphic Designer
Mile High Sports Magazine
- Applied innovative layout and design skills to create engaging billboard ads and advertising materials in a fast-paced environment.
- Managed article layout and creative for monthly magazine publications, with several cover designs featured.
- Handled asset management and streamlined production workflows to ensure timely and high-quality delivery of projects.

Education
Bachelor of Arts in Graphic Design
Art Institute of Colorado | 2001 - 2004
- Honors: Dean's List, Outstanding Achievement Award
- GPA: 3.7

Application, Platform and Development Methodology Experience
- **Design & Creative Software:** Adobe Creative Suite, Adobe Target, Adobe Analytics
- **Software Development Methodologies:** Agile/Scrum (Adobe Workfront, Jira, Confluence)
- **Analytics Tools:** Adobe Analytics, Google Analytics
- **Back-end Development:** CMS, CRM, SQL, PHP, JavaScript
- **Content Management Systems:** Adobe Experience Manager, Drupal, Joomla, WordPress, Magento, WooCommerce
- **Front-end Development/CSS:** HTML5, CSS3, Bootstrap, Sass, XML, ASP
- **Email Marketing Tools:** Salesforce
- **Marketing Automation & CRM:** Salesforce, Tealium
- **Mobile App Envisioning:** iOS, Android
- **Operating Systems:** Mac, Windows, Linux
- **Paid Media:** Google AdWords
- **Productivity Tools:** Microsoft Office
- **Social Media Platforms:** Facebook, Instagram, LinkedIn, Twitter, YouTube, TikTok
- **User Experience (UX) & User Interface (UI):** A/B Testing, Experience Targeting