

MICHAEL A. NELSON

Contact at
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PROFILE

I bridge technology, business, and liberal arts, bringing people together to design, use and understand technology to digitally transform organizations. My teams build experiences and solutions that serve the visitor and business goals.

EXPERIENCE

Director of Marketing Technology, Starkey Hearing — 2018-present

Manager of Interactive Marketing, Starkey Hearing — 2012-2018

I lead marketing involvement with enterprise technology projects, including Salesforce and Pardot implementation, B2B web properties, global consumer web properties, privacy and security initiatives, and digital analytics efforts.

Achievements

- Drive the strategy and implementation of a global consumer website platform that serves 15+ markets around the world. Delivering 100% increases in traffic and conversions.
- Implemented strategies to drive digital adoption in our global footprint.
- Drove the marketing strategy and implementation of an integrated CRM platform with Salesforce and Pardot.

Manager, Web & Interactive Marketing, Allina Health — 2008-2012

I led a cross-functional team responsible for the ongoing development and design of the Allina Health online presence. The group includes technical, communications, marketing, and agency partners. I worked to align the team, budget, and strategy to the business goals of the organization.

Achievements

- Redesigned the public website, leading to 50% increase in overall usage and a 50% increase in usage of the primary functions of finding a provider, finding a location and accessing MyChart.
- Worked with various teams to develop an overall strategy and vision for the public web presence and aligning the patient portal and other web tools.
- Integrated customer satisfaction measurement and web analytics into our online process, and established ongoing benchmarks and goals.

Higher Education Sales Manager, Atomic Learning — 2006-2008

I developed and led the higher education sales efforts for Atomic Learning—a library of just-in-time web-based learning tools. I worked with the various units of Atomic Learning, including marketing, inside sales, customer support, product development, developing a higher education strategy, and executing the strategy.

Achievements

- Grew annual market revenue by 500% in 2 years.
- Established and maintained solid relationships with colleges and universities across the U.S. and Canada.
- Presented at national and regional conferences.
- Presented to college and university leaders on-site and remotely.

E-Communications Director — 2005-2006

Manager of Information Technology — 2001-2005

University Relations, University of Minnesota

I led a team of web development professionals responsible for central University communications and marketing efforts. I worked to align strategy to business goals and establish analytics to develop solutions that served the greater University efforts- including web templates, portal, web content management, and major e-mail marketing initiatives.

Achievements

- Led the web development process by developing strategy and objectives while guiding the team through the development process.
- Utilized an integrated approach to web projects that incorporated marketing, communications, and user needs.

EDUCATION

St. Cloud State University, St. Cloud, Minnesota — Bachelor of Elective Studies 1997

SKILLS

- Presentation, training, and sales skills, in person and remotely
- Storyboarding and UX development of online media, including presentations and video

- Digital and e-commerce strategy
- Vendor and budget management
- Product owner
- Establishing business goals and objectives for projects
- Marketing and online analytics, including voice of customer, web, e-mail and social media
- Project and account management
- CRM platforms including Salesforce, Pardot, Marketo, Zoho
- Digital Experience Platforms including Sitecore, WordPress, MailChimp, Shopify

REFERENCES

References available upon request.