

Michael Anhalt

Digital Marketing Specialist - LAND O'LAKES, INC (Contract)

Saint Paul, MN

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9524128262

Driven marketing and communications professional who consistently delivers high-level and results-focused content. Also, provides in-depth knowledge of social media marketing, brand promotion, content development and digital publishing.

Authorized to work in the US for any employer

Work Experience

Marketing Specialist II

LAND O'LAKES, INC - Saint Paul, MN

March 2018 to January 2019

(CONTRACT ENDED IN JANUARY)

- Regularly wrote profile and technical stories for internal and external communications
- Consistently created, updated & refreshed digital assets and communication presented on corporate communications intranet and blogs
- Managed social and editorial calendars to ensure consistency of the company brand & voice across social channels and digital channels
- Develop and send weekly email drip campaigns to employees and co-op members via Salesforce Marketing Cloud
- Develop channel focused social media storylines to strategically promote the Land O'Lakes Inc. brand

- Employed the use of Adobe Photoshop and InDesign to create a monthly internal newsletter highlighting company successes
- Monitor digital analytics to increase digital reach and engagement KPI's
- Assist execution of insightful discovery and analysis with digital, social and communications teams to develop marketing and communication strategy

Marketing Specialist/Project Coordinator

GREEN KITE RECORDS - Saint Paul, MN

April 2017 to November 2018

- Worked cross functionally with clients and employees to create marketing content such as blogs, website design, social/digital and written content for clients

- Improved social media page content, keyword relevancy, and branding strategy to achieve SEO goals and marketing objectives

- Lead clients through workflow program to improve their business, financial and promotional abilities utilizing SharePoint software

- Utilized project management software Basecamp to keep track of, house and disperse necessary project documents and information

Marketing Coordinator

URL RADIO - Bismarck, ND

June 2013 to March 2017

- Developed and implemented progressive marketing plans, SWOT analysis, discovery and insights to achieve renewed success in local community
- Utilized social media marketing and community outreach to widen URL Radio's standing positive name
- Acted as copy & video editor for monthly URL Radio magazine content
- Implemented On-The-Ground and community focused marketing strategies which resulted in 12% growth of listener base

Education

BACHELOR OF SCIENCE in MASS COMMUNICATIONS

UNIVERSITY OF MARY - Bismarck, ND

Skills

MARKETING (5 years), SEO (1 year), SOCIAL MEDIA MARKETING (3 years), COMPETITIVE ANALYSIS (2 years), SHAREPOINT (1 year), Twitter, Digital Marketing, Facebook, Social Media, Email Marketing (2 years), Wordpress (3 years), Salesforce (2 years), Sharepoint (1 year), Indesign (3 years), Photoshop (4 years), Photography (4 years), Digital Marketing (3 years), Copywriting (3 years), Blogging (4 years), AP Style (4 years), Email

Additional Information

SKILLS & ABILITIES

- Competitive Analysis (Marketing)
- Discovery & Insights
- Social Media marketing strategy/campaigns
- Working knowledge of SEO/PPC
- Datorama and Adobe Analytics
- InDesign/Photoshop/Final Cut Pro
- Salesforce/Percolate

- Microsoft SharePoint
- Digital publishing
- Interpersonal communication
- Creative mind; analytical touch
- Content Creation (blogs, print, website design, written copy)
- Hootsuite
- Microsoft Office applications