

Michael T. Buck

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November 2021 - Present

Swiss Re

Assistant Vice President - Marketing Communications Manager

- Advanced construction of digital marketing infrastructure, including Microsoft Dynamics, paid media, paid social media, and SEO. Specifically, added ~2k Dynamics contacts in 6 new segments; built the first retargeting audience for social media distribution; actively consulted on web pages for SEO and user experience (U/X).
- Owned global B2B marketing campaign activities for the Innovative Risk Solutions business. (Editorial board, global advertising, digital marketing and communication strategy).
- Instituted an always-on, metrics-driven social media promotion effort, which set a baseline for web visits, impressions and cost per click.
- Implemented corrective actions to align paid social media to key global objectives.
- Managed a \$260k North America media budget, and realigned tactics/spend with key objectives.

August 2018 - November 2021

James Hardie Building Products

Senior Associate Marketing Manager - Digital & Content

- Created and executed new content, social media, and SEO strategies to align with business goals.
- Managed the influencer program, including logistics, budget, agency relationship, and content deliverables, which resulted in: 7.7m impressions; 1.1m video views; 4.8% engagement rate.
- Oversaw always-on paid social media marketing program, which in the fiscal 2Q resulted in: Facebook/Instagram: 600k engagements, 6.5m impressions, and 8.2k new Facebook followers (+10.3%); LinkedIn: 15.5k engagements, 2.2m impressions, 3.7k new followers (+5.5%); Twitter: 167k engagements, 12.7m impressions, 3.8k new followers (+20%).
- Engaged in moment mapping planning with the company agency to proactively insert the brand into seasonally relevant and high-volume digital conversations.
- Managed a paid social media budget of ~\$100k/month.

Associate Marketing Manager - Digital & Content

- Managed paid social media advertising campaigns totaling ~\$1m in 2019, including a \$500k demand generation campaign that drove ~6k marketing leads and ~1k sales leads.
- Created and published more than 2.5k social media posts across paid and organic efforts in 2019 and 2020, which led to ~142m impressions; ~1.8m engagements; and ~1m website visits.
- Grew total, cross-platform social media audience by 50% from Jan. 1, 2019 to Jan. 1, 2021.
- Developed and executed an Instagram strategy that led to sharp growth in new followers and impressions, specifically: +110% audience growth from Jan. 1, 2019 to Dec. 31, 2020; +33% YoY growth in average impressions per feed post (2019 vs. 2020); +18% YoY growth in average impressions per Story (2019 vs. 2020).
- Coordinated pilot influencer marketing program, resulting in 540k impressions, 4k engagements, and 200 marketing leads.
- Oversaw production of 40 SEO-focused blog posts in 2020, which drove 800k page views.
- Recruited and managed a team of freelance writers that led to increased production, shorter turnaround time, and lower costs relative to our agency model.
- Developed cross-functional relationships with internal and external SMEs to inform content.

March 2015 - August 2018

Plymouth Rock Assurance

Copywriter (Content Strategist)

- Developed content marketing strategies and executed various components, including advertising copy, web pages, blog posts, and email marketing campaigns for B2B and B2C audiences.
- Directed the company's blog program by overseeing the editorial calendar, creating and assigning content, leading distribution efforts, and implementing ongoing improvement initiatives.
- Captured, measured and analyzed traffic data across Plymouth Rock's digital properties, particularly the blog, and optimized content for engagement, lead gen and customer service.
- Worked directly with C-suite and other senior executives on speeches, correspondence, key messaging, and media prep.
- Advised all business units on strategic tone and voice, and brand compliance.
- Served as company spokesman and first point of contact for media opportunities.

January 2012 - March 2015

A.M. Best Company

Senior Associate Editor

- Developed, wrote and edited daily news articles on the U.S. property/casualty insurance market, including personal lines, commercial lines, reinsurance and capital markets.
- Produced video content by reporting on-camera, writing scripts and consulting on edits.
- Leveraged A.M. Best's extensive databases to develop statistical-driven news pieces.
- Conducted regular interviews with C-suite and other senior industry executives.
- Oversaw approval of content through the regulatory compliance department.
- Analyzed website traffic to identify the most engaged audiences and popular topics.
- Conceptualized graphics, while directing the design team through creation.

April 2007 - January 2012

The Express-Times

Staff Writer/Reporter

- Coordinated and covered morning breaking news across three counties, while managing long-term projects.
- Employed mobile technology to report news (including videos and photos) in real time through social and web channels, a newsroom first.
- Produced multimedia content, including video, audio and slideshows.

Professional Certifications

2022 Marketing Fundamentals - LinkedIn

2021 Platform Certification - Hootsuite

2021 SEO MVP & All-Star Certifications - Conductor SEO

2018 Social Media Certification - HubSpot

2017 Inbound Marketing Certification – HubSpot

2016 Content Marketing Certification – Content Marketing Institute

Education

Bachelor of Arts, Aquinas College, Grand Rapids, Michigan