

# MICHAEL BENNETT

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**Portfolio:** [www.badbutch.com](http://www.badbutch.com) | [tinyurl.com/DesignHubIHM](http://tinyurl.com/DesignHubIHM)

## WORK EXPERIENCE

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- 1/21 – Present      **Senior Director of Creative - Design Hub**  
iHeartMedia, Inc.      United States  
Manage a team of 8 designers responsible for digital marketing collateral creation for 74 markets. Work with clients to develop online advertising campaigns. Provide creative direction for a wide variety of marketing collateral, including online banner ads, online contests, billboards, magazine ads, rich media ads and vehicle wraps.
- 6/07 – 1/21      **Art Director, Integrated Media Sales Design**  
iHeartMedia, Inc.      San Diego, CA  
Work with internal stakeholders to develop online advertising campaigns for third-party clients. Oversee the creation of all online advertising collateral, including banner ads, landing pages, online contests, video production, flyers, sales tools and multimedia games. Manage regional online advertising inventory with Google Ad Manager.
- 3/07 – 8/19      **Owner and Creative Director**  
Bad Butch Productions      San Diego, CA  
Owner of freelance graphic design company. Creative produced includes branding, website, print ads, online banner ads, newsletters, flyers and brochures, video production and photography.
- 2/07 – 6/07      **Regional Marketing Coordinator, Southern California and Nevada**  
Starwood Hotels and Resorts      San Diego, CA  
Create online and print marketing collateral, including banner ads, flyers, print ads and landing pages, for a variety of properties, including Sheraton, Westin, W and Planet Hollywood hotels and resorts. Analyze online metrics on special offer and destination sites for monthly reports.
- 10/03 – 2/07      **Senior Associate, Creative Design**  
Sapient Corporation      Santa Monica, CA  
Provide business consultative services, including content strategy, project management, content management and graphic design. Specific assignments include:
- **Associate Project Manager, B2B Marketing at Sony Electronics**  
Coordinate marketing collateral creation from inception to delivery for various B2B resellers and business end-users. Act as point of contact for various stakeholders and outside service vendors.
  - **B2B Product Merchandising Manager, Portable Electronics at Sony Electronics**  
Supervise Online Catalog Managers to insure accurate and timely creation of product data on various B2B websites. Collaborate with business stakeholders to explore merchandising possibilities and resolve merchandising issues.
  - **Online Content Manager, Digital Imaging at Sony Electronics**  
Manage and merchandise digital imaging products for [sonystyle.com](http://sonystyle.com). Create and edit catalog content, product briefs and 3D modeling scripts. Design and manage online promotion pages, landing pages and online comparison charts.

## EDUCATION

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- 9/99 – 5/03      **Bachelor of Science Degree**  
San Diego State University      San Diego, CA  
Television, Film, and New Media Production major.

## SKILLS

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Skills include graphic design for web and print, multimedia production, audio/video production, online marketing, project management, digital and traditional photography, copywriting & editing and advertising & public relations. Software expertise includes the Adobe Creative Suite, Google Ad Manager, Wrike and Omniture SiteCatalyst