

MICHAEL BENNETT

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Portfolios: www.badbutch.com | www.badbutch.com/iheart

WORK EXPERIENCE

- 6/07 – Present **Art Director, Integrated Media Sales Design**
iHeartMedia, Inc. San Diego, CA
Work with internal stakeholders to develop online advertising campaigns for external 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 DoubleClick for Publishers (DFP) and Omniture SiteCatalyst.
- 3/07 – Present **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. Create and edit catalog content, product briefs and 3D modeling scripts. Design and manage online promotion pages, landing pages and online comparison charts.

EDUCATION

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

SKILLS

Graphic design for web and print, multimedia production, audio/video production, online marketing, web merchandising, digital and traditional photography, copywriting & editing and advertising & public relations.

SOFTWARE

Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Adobe After Effects, Adobe InDesign, Adobe Flash, DoubleClick DART for Publishers, DoubleClick DART Enterprise and Omniture SiteCatalyst.