

Michael Zeligs

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Summary

Marketing Manager and communications specialist (creative services), guiding teams to create breakthrough ideas that drive cultural conversation. Designing comms initiatives with 12 years experience in owned media and communications for climate companies. From technical writing for software and hardware companies, to stylistic and modern ads and external communications, demonstrated return on investment for clients exceeding \$35MM, with in-house product marketing narratives. Background in content strategy, visual strategy, and media composition. Education: BA Music, Science, and Technology (MST, @CCRMA, Stanford University), certifications in UI, HCI, DSP, writing, video, and post-production.

Experience

Marketing Communications Specialist | Start Motion Media LLC

Mar 2015 - Present (8 years 4 months)

*Production manager, specializing in integrated marketing for global demand generation. Roles include: Director, Creative Services (**Storied Inc**), Marketing Initiatives Manager (**Terabase**), Ads and Learning Content Developer (**Amped Innovation**), Senior Content Marketing Manager (**Intersect Power**). Recent clients include: Amazon Advertising, Terabase, HDS Global, CCILU, Baubax, Jelly Comb.*

- **Integrated Visual Marketing:** Make customer-centric ideas and messages shine, with an agile writing and media making: YouTube, major media, and social.
- **Strategic Partnerships:** Hiring contractors, within impact teams, to make highly collaborative visual marketing content. Foster relationships to create a consistent image across products.
- **Learning Solutions:** Develop communications strategy and create videos for narrative, platform, social, training, and original content. Maintain a consistent brand story.
- **Video and Imaging:** Create impactful video imagery and comprehensive social content. Utilize storytelling, organic articles, and social media to enhance brand awareness.
- **Account Managing:** Manage agency clients for 100+ product marketing campaigns. Generate insights for executive management. Create assets from content ideas & go-to-market strategies.
- **Content Publishing:** Demonstrate excellent written and verbal communication skills. Craft, render, and publish internal messaging, editorial, ads, and items for social and major media.
- **Communications:** Communicate complex product features to non-technical audiences.

Director Creative Services | Terabase Energy

October 2021 - July 2023 (2 years - Contract) *Marketing Initiatives Manager, Motion Digital Content*

- **Global Strategic Planning:** Discuss go-to-market visual messaging strategies and collaborate with agency and company teams. Developed and led content ideation, imaging, editorial writing, and YouTube marketing campaigns for software products.
- **External Communications:** Discuss go-to-market messaging strategies and collaborate with agency and client teams. Defined product positioning through competitive analysis.
- **Consulting:** Worked with cross-functional teams in go-to-market strategies and content ideas.

Marketing Content Manager | Tap Systems Inc.

Jan 2019 - Nov 2022 (3 years 11 months - Contract)

- **Managing:** Built narrative platform and managed narrative and brand identity across diverse inter-media articles, files, and motion video marketing campaigns. Co-developed global demand generation plan, identifying the core message, and working with stakeholders to hire studio crew.
- **Designing:** Utilized video production, social graphic design, and user research for external communications and image creation. Created email, web, UI, social media, and YouTube content.
- **Consulting, UI Strategy:** Advised clients on strategy and ensure consistent brand image for target customers. Manage complex projects with tight deadlines. Collaborated with partners and provided actionable customer insights for data-driven marketing strategies. Utilized integrated content planning and UI design to ensure a consistent brand image. Provide actionable insights.

Group Account Manager, Owned Media Producer/Director | Amazon Advertising

Aug 2020 - Aug 2021 (12 months)

- **Production:** Contributed to the creative services group to support new ideas for global demand generation. Create collateral for major media and TV broadcast ads.
- **Coordination:** Developed an engagement plan with trend analysis to enhance audience interaction. Coordinated with executive management on strategy and strategic partnerships.
- **Account Management:** Assisted in the digital transformation process. Played a key role in corporate narrative and product positioning. Developed content for select brands within Amazon.
- **Content Creation, Advertising:** Conducted research and benchmarking to inform decision-making and brand strategy. Created inter-media integrated content in prominent brands.

Senior Content Marketing Manager | CCILU

Jul 2019 - June 2021 (2 years)

- **Social Trend Analysis:** Researched emerging social trends and integrated them into enhanced brand strategies. Worked with a global sustainable footwear company
- **Corporate Communications:** Create integrated training strategy, owned media, and new front-end. Refined brand story and successfully launched an eco-product. Led feedback and testing programs for new advertising. Engaged external stakeholders, addressing questions to capture feedback. Equipped partnerships team to support climate-focused technologies. Developed external communication content for major milestones.

Communications Marketing Manager | HDS Global USA

June 2017 - Jun 2019 (2 years)

- **Research and Copywriting/Screenwriting:** Created marketing pieces for product launches and company spinoffs. Increased return on investment and create supporting pitch contents
- **Technical Product Marketing:** Used visual composition to lend a consistent image to the platform. Helped spark global leads using a visionary, strategic, and highly collaborative content

Producer / Director | Micro-Documentaries LLC

Oct 2014 - June 2017 (3 years - Contract)

- **Directing, Coaching, Facilitation:** Wrote and directed live-events and enacted content capture for customer-centric stories for nonprofit and b-corp narrative development clients

Interaction Design, Audio Engineer, HCI Researcher | CCRMA, Stanford University

Jan 2008 - Sep 2012 (4 years 9 months - Independent Research Internship)

- **User Research, UI, HCI, Video Engineering, Audio Engineering:** Developed original interactive video projects: Conducting wireframing, UI design, hardware testing, and live events publishing for research testing of interactive video exhibits.
- Research grant award winner, 2010, Stanford Institute for Creativity in the Arts.

Education

Stanford University

BA, Music, Science, and Technology (Inter-media processing, DSP, and Interaction Design), 2005 - 2010

- Invented and researched HCI and media processing methods at Stanford University
- Specialized in live action video processing, audio engineering, video engineering, digital signal processing (DSP), and human-computer interaction (HCI)
- Co-invented hardware interfaces with velocity-sensitive button grids
- Focused on innovative hardware controls and novel video signal processing methods
- Aimed to achieve "live video mixing" instead of traditional "cut and render" video editing approach
- Successfully implemented machine vision exhibits for always-on video experience.
- Developed machine vision tracking of clay tokens, allowing user control of display software
- Real-time performative video editing with object-oriented media signal processing programs.

Skills

Product Marketing • Owned Media Strategy • UI Design • Writer • Hardware HCI • Media Creation • Email Communications • Front-End Copywriting • Photoshop • Video Editing • Search Console • SEMrush • Analytics Ubersuggest • Ahrefs • Final Cut Pro • Ableton Live • Competitive Analysis • Digital Platform Transformation • Social Media Strategy • Integrated Content Strategy • WordPress CMS • Agile Project Management (Asana, Pivotal) • Social Media Ads • TV Advertising • Youtube Advertising