

# Michael Zeligs

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## Summary

- Content and Brand Activation Manager
- 10 yrs Management
- Visual Story Strategist
- Stanford University Inter-Media Director
- SEO Content Writer
- Multimedia Assets
- Communications Writer
- Creative Director
- Owned Media, Major Media, Streaming Ads
- Web Content Manager, PR, Publisher, & Rep
- Agile Design: UI, HCI
- Sr. Video Editor, Graphic Design Specialist
- Writer, Manage Editorial for Product Storytelling
- Video / Audio Engineer
- Marketing Content Dev
- Consensus Facilitator
- Newsletter Marketing
- People Manager: 8yrs
- Social Trend Analyst

Education: **Stanford University**, 2005 - 2010

- BA: Music, Science, and Technology. (*Intermedia Design, HCI Engineering*) +*Creative Writing*
- Invented new media processing methods for interactive AV projection of live exhibits on climate.
- Wrote, edited, published, performed original written works in print, theater, and performance art.
- Directed the 2008 "Powershift" Washington DC Documentary Film, supporting NGO advocates.

**Skills:** Creative Management, Content Production, Development of Omni Marketing Content, Visual Strategy, Owned Media Strategy, UI Design, Copywriting, Interactive Exhibits, Email Communications, Hoostuite, GetResponse, Ontraport, FCPX, Resolve, Photoshop, Adobe, SEO Content Writing & Analytics with Console and SEMrush, Google Trends Competitive Analysis, Quantitative Analysis, Digital Platform Transformation, Presentation Skills, Marketing Strategy, Content Management, Agile Systems, UGC, Social Media Ads, TV Advertising, YouTube Ads.

Experience: **Director, Head of Content** (Agency Founder, CEO) | Start Motion Media  
*Integrated Content Marketing for global demand generation, creating \$35MM revenue for clients.*  
Mar 2015 - Present (8 years 4 months)

- Direct all marketing content, media assets, PR outreach, & communications strategy for brands.
- Make complex product features simple with product technical writing, B2B and B2C narratives.
- Consult w/ Customers, CEO's and CMO's, to co-develop a persuasive communication approach.
- Account Managing: Analyze product marketing campaigns, manage creatives, edit deliverables.
- Content Publishing across channels, managing social, paid, SEO, organic, and newsletter posts.
- B2B/B2C Email Communications: Drip campaigns, click tracking for audience research analysis.

**Content Marketing Specialist** - Intersect Power

September 2022 - February 2023 (6 months, contract)

- Developed the newsletter writing process, and led content ideation, imaging, narrative editing, and YouTube plan, for the product launch announcement of the Radian Solar Project (Austin Site)

**Marketing Communications Manager** | Terabase Energy

Senior Content Director, Creative Services, *Post-production supervisor, and brand-activation manager.*  
October 2021 - July 2023 (2 years)

- Make external communications for product positioning, by content design, brand strategy, and integrated content marketing. Coordinate production teams and conducted technical direction, building articles, shotlists, doing image research, presenting treatments, and navigating buy-in.

- Use strategic technical communications specialty for designing onsite technical product documentation, managing accounts for writing narrative story re: brand & company message.
- Deployment of assets across web, newsletters, live events, PR, private sales, ads, broadcast.

### **Creative Director, Marketing Content Manager | Tap Systems Inc.**

*Managed narrative platform and branded content, increasing ROAS with CRO for enhanced conversions.*  
Jan 2019 - Nov 2022 (3 years 11 months - Remote Contract)

- Designing and production of social videos, graphics for advertising assets, \$1M annual budget.
- Consulting on UI strategy and brand image for PR contents, product marketing for narratives.
- Integrated content planning and customer insights, co-developing insights-based marketing plan.

### **Content Producer, Account Manager, Owned Media Group | Amazon Advertising**

Aug 2020 - Aug 2021 (12 months)

- Developed new brand assets for streaming TV and Display ads for global demand generation.
- Coordination of engagement plans and strategic partnerships for UGC and influencer campaigns.
- Account Management for various CMO and CEO stakeholders, technical product positioning.
- Content creation and editing, consulting on marketing and advertising strategy for top brands.

### **Content Marketing Manager, US Communications | CCILU Footwear (Taiwan)**

Jul 2019 - June 2021 (2 years)

- Brand Imaging: creating enhanced brand communications for user-generated content.
- Corporate Communications: and eco-product technical writing, drawing the link to CO2 reduction in a multi month editorial plan, leading to a product announcement.
- Made ads and external communication for milestones: created assets for CCILU Red Dot award.

### **Head of Growth | Alchemistas Publishing (San Francisco)**

March 2013 - March 2015 (2 years)

- Conducted UI-design, website design, newsletter writing, blogs, custom API code for contest.
- Led UGC organic content strategy to increase facebook subscribers by +575,000 in four months

### **Communications Marketing Manager | HDS Global USA (Palo Alto) - Contract**

- Product Trend Research, Copywriting: Development of creative assets for private pitch process.
- Technical Product Marketing: Helped in manufacturing consistent brand image, top sales points.
- Global Lead Generation: Content creation, gaining sign-off on assets from top executives.

### **Producer/Director | Micro-Documentaries LLC (San Francisco) - Contract**

- Directed content: customer stories, for Kleiner Perkins, Microsoft, Sun Micro, Sutter Hospital

Research: Interactive Media Composer, Audio Engineering, HCI Controller Design |  
CCRMA, **Stanford University**

- User Research, UI, HCI, Video Engineering, Audio Engineering for interactive live event exhibits.
- Developed near-projection video projects for original interactive media display platforms.