

Michael Zeligs, MST

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Skills

Integrated Marketing
Video Production
Influencer Marketing
Content Marketing
SEO
PPC
B2C/B2B Marketing
ABM Campaigns
ESG Journalism
Product Marketing

Education

MST Degree, Stanford University
Specialization in Communications, Video Engineering, and Audio Engineering
CCRMA School (Center for Computer Research in Music and Acoustics)

Integrated Marketing Strategist and Producer/Director

Extensive experience in crafting executive communications, video production marketing, and integrated marketing for direct-to-consumer campaigns. Specialties in ESG and Influencer Journalism, and Technical Product Marketing. Proven ability to drive brand discovery, enhance customer conversion rates, and lead successful direct to consumer SEO, Video, Influencer, Viral, and Inbound marketing campaigns, using *high-converting and interest-provoking multimedia assets*.

Experience

Founder, Studio Marketing Agency Owner/Operator

Start Motion Media | Jan 2023-Present

- Drove over \$200M of sales revenue, seed, and series-A funding for clients through select video and communications marketing projects.
- Developed branded content and strategic video communications, leading to a measurable increase in market share and customer engagement.
- Managed end-to-end marketing campaigns, merging product launches with compelling multimedia content to maximize reach and conversion.
- Published promoted and non-promoted features to Start Motion Media news.

Assistant Director of Marketing Communications

Intersect Power and Terabase | 2021-2023

- Conducted numerous onsite video ads featuring green infrastructure.
- Interviewed technical teams and performed screenwriting of the PR announcement and internal change communications.
- Conducted events-based marketing to secure investor sentiment for IP and Terabase proprietary development software.
- Led event and ABM accounts-based marketing with multimedia content to enhance conversion of high-value green energy utility accounts.

OTT Advertising Production Studio Manager, Videographer

Amazon Creative Services Bundle | 2020-2021 (1-year Contract)

- Pioneered innovative social media, TV, and OTC streaming marketing campaigns, enhancing Amazon's brand presence globally.
- Developed strategic partnerships and influencer campaigns, resulting in improved stakeholder relationships and product positioning.

Founder, Studio Marketing Agency Owner/Operator

Start Motion Media | 2016-2020

- Scaled a video marketing company to hundreds of clients, creating award-winning corporate video campaigns.
- Pivoted the company to serve ESG (environment and social good) ventures.
- Published hundreds of video ads and multi-pillared integrated marketing plans.
- Provided marketing strategy consulting for B2C communications and practiced unconventional approaches for market penetration.

Podcast Development Director, Livestream Video Director

Femgineer | 2014-2016

- Curated and produced videos in collaboration with Uber, Pivotal Tracker.

E-commerce Marketing Consultant, Video Engagement Director

Baubax Clothing | 2013-2014

- Created a viral video campaign that drove over \$9M in product sales.
- Conducted communications strategy to grow audience purchases by 650%.

Video Marketing Strategy Executor

HDS Global USA | 2013 (6-month Contract)

- Executed a video marketing strategy for investors, securing \$100M in Seed and Series-A funding for an international robotics startup.
- Used multimedia to convey global value and drive investor commitments.

Educational Live Stream Content and Events Marketing

Designer Fund | 2012 (6-month Contract)

- Enhanced student trainee engagement by 3x and provided remote students with a better quality experience.

Development Director & Content Producer

Micro Documentaries LLC | 2010-2014

- Created human-interest documentary films for foundations linked to Google, Microsoft, Sutter Hospital, and Catholic Charities SF, resulting in \$100M in new foundation donations.
- Produced an information video for Kleiner Perkins supporting investor trust sentiment.

Live Stream Studio Manager, Camera Operator, Audio Engineer

Stanford Center for Professional Development | 2008-2010

- Managed the engineering department live streaming activities.
- Ran hundreds of live stream classes with exceptional audio-video quality.
- Core operator of Stanford engineering remote students.

Web Designer, Production Manager, and Marketing Manager

Bioresponse LLC | 2003-2008

- Created and deployed an entire e-commerce website, resulting in thousands of new orders and increased conversion rates.
- Sent mailings to cold contacts, increasing the customer base by 275%.