

MICHAEL KOVACH

hireme@mikekovach.com // 619.517.5640 // portfolio

i am

A conceptually savvy interactive manager that thrives on a little pressure and a tough marketing challenge. I own the lifecycle of my projects and am proactive for my client and agency.

Hyphen8tion Studios

Graphic design agency

Freelance Account Supervisor, 07/08-present

- + lead key clients in developing marketing and advertising campaigns
- + offers ideas for the most effective messages and strategies for clients
- + consistently communicates keeping projects on time, budget, and scope
- + developed marketing efforts, new business initiatives and non profit work

I believe that a strong brand uses simple language, powerful imagery, understated simplicity, and white space. I believe in the power of social media and realize the value of consumer opinions.

Vet-Stem, Inc.

Worldwide leader of regenerative stem cell veterinary medicine

Marketing & Communications Specialist, 05/07-11/09

- + developed new strategic approaches and marketing plans
- + defined corporate identity guidelines and new product branding
- + lead the creative design and execution of all marketing ads and collateral
- + provided effective proactive leadership to cross functional teams
- + implemented a social media strategy including a consumer blog

Within the first ninety days i developed a new marketing campaign which increased sales growth by 30% in Q2. I continued to launch products with innovative strategies while increasing the lead to customer ratio.

Den-Mat, Corp.

International cosmetic dentistry, serving over 100,000 dentists

Consumer Product Manager, 02/06-11/06

- + significantly redesigning the company brand image and consumer perception
- + managed a \$25,000,000 marketing and advertising budget
- + obtained magazine cover placement, tv syndication, etc
- + created a seamless look of all advertising collateral
- + led the creative design and implementation of ads and literature

I thought, who can afford porcelain veneers? So I created and implemented a plan that allows patients to be pre approved for credit before entering the dentist's office.

Education

Cal Poly, San Luis Obispo, CA
double bachelors of science

Majors / agricultural business &
animal science

Minors / marketing & pre veterinary
equine science

Proficiencies

illustrator, indesign, dreamweaver,
photoshop, office, google analytics,
adwords, mac & microsoft proficient

65 wpm

More about me

Magazine Placements
US Weekly, OK Magazine, People,
numerous veterinary pubs, SD Pix

Marketing Collateral Designed
ads, product logos/ names, posters,
brochures, postcards, invitations, eMail
campaigns, packaging labels, etc.

Online Media
articles, banner ads, ppc campaigns

Hobbies
avid equestrian, runner, and mac addict