

Michael Marante

CREATIVE PROFESSIONAL

PHONE

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EMAIL

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LINKEDIN

<https://www.linkedin.com/in/michaelmarante/>

Experienced creative multimedia designer with a demonstrated history of working in entertainment, marketing and engineering industries.

EXPERIENCE

2019 - Current

MARKETING MANAGER/EXECUTIVE ASSISTANT TO CEO

Tecport Optics, Inc tecportoptics.com

- Spearheaded marketing tactics for the company's website, increased web and social visibility by 200% in 2 years and aided in bringing over \$2M+ in annual revenue.
- Designed and led all promotions for both website & all social media campaigns.
- Drove engagement to affiliate offers by increasing lead contact strategy.
- Strategized and assisted the CEO in various administrative tasks for project fulfillment
- Aided the field service/engineering team in the procurement of different materials for machinery
- Trade show coordinator for domestic/international events.
- Demonstrated the ability to work diligently under pressure to meet deadlines and work with team members in a high-paced work environment.

2018 - Current

EVENT MANAGER

House Keepers Records hkrecs.com

- Collaborated with team members to plan and successfully execute over 100+ dance music events in Orlando, Miami, Tampa, New York & Chicago.
- Collective revenue profits in e-commerce (ticket sales, merch, fundraising, etc.) exceeding \$100k+
- Developed and distributed both physical and electronic marketing media for each event
- Maintained management of all social media outlets to expand fanbase and web & social media presence with over 10k+ fans
- Produced, mastered, packaged & released releases with the label under the artist alias "MASF"

2017 - 2019

DIGITAL MEDIA FREELANCER

Orlando, FL

- Executed multiple logos & digital media campaigns for a multitude of companies & organizations such as CEDA Health, Miami-Dade County and UCF
- Developed & showcased a plethora of designs to ensure satisfaction of finished product for each individual client

2012 - 2016

MEDICAL RECORDS COORDINATOR

Physicians CBO *Miami, FL*

- Managed correspondence with attorneys and other professionals, organized office structure while running office operations, and handled delicate documents.

2011 - 2012

DISNEY COLLEGE PROGRAM INTERN

Walt Disney World Resort (Magic Kingdom)

Trained in many aspects of Disney Parks operations, greeted guests, and followed explicit maintenance procedures and inputted data logs of train usage and other rides.



EDUCATION

2016 - 2019

B.A. - Visual Arts/ Emerging Media Mgmt

University of Central Florida

2014 - 2015

Animation & Game Art

Miami Animation & Gaming Int'l. Complex

2011 - 2014

A.A - Business

Miami Dade College

SKILLS

Adobe Suite Ableton Live

Sketchup Semrush

MAYA WordPress

Microsoft Office Suite

EXPERTISE

Leadership

Time Management

Team Collaboration

Critical Communication

Creative Strategy/Concepts

Data Tracking

Digital Asset Curation

Project Scheduling

ACCOMPLISHMENTS

Nov. 2019

EDC Orlando - MASF Performance

Tinker Field - Orlando, FL

Spring 2017

1st Place Project - Terra Malum

University of Central Florida - Orlando, FL

HOBBIES

Music Production

DJing

Theme Parks

Basketball