

Tony Michael

Based in Warsaw, Poland | No visa required | Open to on-site, hybrid & remote work

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Summary

Integrated Marketing Leader with 14+ years of full-funnel B2C & B2B experience spanning entertainment, retail, ecommerce, SaaS/fintech, automotive, and government. Scaled long-term programs for household brands including Disney, Intel, Foot Locker, and Volkswagen as well as lean startups and non-profits. Managed over half a billion dollars in marketing investments across agency, publisher, and brand environments, both independently and by leading teams of up to 12 people across 30 markets. Intentionally expanded from social strategist into a revenue-driving omnichannel leader by growing channels and scope in every role.

Experience

Integrated Media Director: The Shipyard - [04/25 - 11/25] San Diego, CA

- Onboarded and led a \$42M annual omnichannel contract for Electrify America (a VW company), overseeing planning, activation, and data strategy across paid, owned, and earned media.
- Negotiated annual upfront deals with major partners including iHeartMedia, NBC, ABC, and The Trade Desk, with contracts ranging \$1–24M.
- Managed a full-stack programmatic trade desk activating Resonate data across 10K+ line items and 13+ rich-media PMPs, mapped to a unified messaging framework.
- Launched a new website and AI chatbot reaching 625K monthly unique visitors growing MoM.
- Delivered 15%+ added value (over \$6M in free media) with a team of two, on one of the agency's shortest planning and trafficking windows.

Fractional Growth Marketer: Consulting [01/24 - 03/25] San Diego, CA

- **Founder & VP Marketing, Maestro Marketing:** built and ran a marketing agency for 4 DTC music product brands, generating \$250K+ in monthly product sales
- **VP, Martech, Axos Bank:** launched 3 digital banking products for a \$40B fintech, driving \$200M in deposits, and delivered a 12-month martech roadmap across 200+ cross-functional projects.
- **Growth Marketing Lead, EnSofia AI & UC San Diego:** grew qualified leads 4x MoM through AI-personalized cross-channel CRM campaigns and leading a technical SEO audit

Media Director: Civilian Inc - [11/22 – 12/23] San Diego, CA

- Won \$20M+ in new government business within a \$50M flat-YoY scope via a bespoke audience-centric media approach for clients including the California Department of Public Health and the Office of the Surgeon General.
- Grew LA Metro program daily active users 80%, managing \$5M in full-funnel media across OOH, in-language print, CTV, broadcast, direct mail, programmatic, SEM, social, and influencers.
- Grew a \$15M portfolio across Transportation, Mental Health, and Sustainability sectors, renewing a critical 5-year contract amid a challenging PR crisis.
- Rebuilt an 8-person department in 6 months, achieving 2x improved retention through new vision, development programs, and streamlined processes.

Fractional Marketing Advisor: Consulting [11/21 – 11/22] London, UK

- **Senior Director, Strategic Partnerships, Whalar Group (acquired by Accenture Song):** designed a global martech roadmap for a Cannes-winning TikTok Alpha API partner reaching 1B+ viewers; renewed Meta Business Partner status
- **Board Advisory & GTM Consulting:** Advised EMEA GTM strategy for a podcast music marketplace and a gaming publisher, and contributed product marketing for a native DSP

Performance Director: OMD EMEA - [10/17 – 11/21] London, UK

- Led a global digital team unlocking investments up to \$10MM monthly across 30+ markets spanning programmatic, paid social, search, advertising operations, and partnerships.
- Grew Intel's account revenue 5x YoY through client education, strategic annual planning, and adoption of first-party data during the rise of GDPR.
- Hired and led a 12-person team, implementing a 90-day client success roadmap that renewed Resolution Media's largest EMEA account, worth \$10MM annually.
- Scaled Tourism Ireland's footfall via a €2MM DMP integration and offline attribution model, cross-selling €150K in OOS creative and insights.
- Won several new business pitches including an Amazon Seller & Vendor, Daimler (Mercedes) & the largest media contract in the UK (£600M), UK Gov, while onboarding the client during Brexit

Associate Director, Media Strategy: Warner Bros. - [07/15 – 11/17] Los Angeles, CA

- Built the business case for and launched Fullscreen's entire social product with its own P&L, driving \$2MM+ in revenue and 2x YoY growth, contributing to acquisition by AT&T and Warner.
- Directed all cross-channel paid media operations, sales strategy, and partnerships, averaging 13% MoM growth on budgets up to \$500K+.
- Designed and built proprietary ad tech and O&O inventory across a network of social video publishers, managing a cross-functional team of engineers, data scientists, and designers.

Social Media Strategist: The Walt Disney Company - [02/13 – 07/15] Los Angeles, CA

- Increased online & offline retailer ROI by 30% YoY through developing Paid, owned, & earned social strategies for over \$1B in Digital titles, driving a higher LTV than Disney PR, Disney.com, or O&O for all mobile releases.
- Spearheaded activation for content marketing, SEM/SEO, CRM, mobile ads, and OLV across Disney's gaming portfolio, resulting in owning SOV, trending on social media, and achieving an 83% YoY brand lift.
- Produced creative content for over 60 Disney-owned digital properties including live event activations, custom & long-form content, evergreen social, influencer partnerships, x-channel promo, blogs, and YouTube channels.

Certificates

- *Google DV360*
- *Meta Blueprint Planner*
- *Amazon Ads Fundamentals*
- *Snapchat Ads*
- *Twitter Flight School*
- *Semrush SEO*
- *HubSpot Inbound Marketing*

Languages

- English (Native)
- Arabic (Fluent in Spoken)
- Polish (A2 – Elementary)

Education

- B.A. Interactive Media (Summa Cum Laude), *San Francisco State University*
- Music Business Certification, *City, University of London*
- B.S. General Engineering (3.5y), *California Polytechnic State University San Luis Obispo*