

Tony Michaiel

Warsaw, Poland | No visa required | Open to on-site, hybrid & remote work, full-time or part-time
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Summary

Integrated Marketing Leader with 14+ years of full-funnel experience in both B2C & B2B, spanning entertainment, retail, ecommerce, IT, fintech, travel, auto, energy, 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 \$0.5B+ in marketing investments across agency, publisher, and brand environments. Proven success as an individual contributor and as a team leader managing 1 to 12 people globally. Intentionally grew from social strategist into a revenue-driving omnichannel leader.

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 trading desk activating Resonate data across 10K+ line items, testing 13+ rich-media PMPs, all 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, under one of the agency's shortest planning and trafficking timelines, for the agency's largest & newest client.

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

- **Maestro Marketing:** built and ran a marketing agency for 4 DTC music product brands, generating \$250K+ in monthly product sales, as well as built & launched a music affiliate site
- **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.
- **EnSofia AI & UC San Diego:** grew MQLs 4x MoM through cross-channel AI-personalisation for a SaaS healthcare, and led an SEO audit for one of the largest Universities in America

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

- Won \$20M+ in new government contracts for a \$50M/Y business by selling a new hyper-local media framework for the California Department of Public Health, and Surgeon General.
- Grew LA Metro programs' DAUs by 80%, managing \$5M in full-funnel media across OOH, in-language print, CTV, broadcast, direct mail, mobile, display, SEM, social, and influencers.
- Grew a \$15M portfolio across Transportation, Mental Health, and Sustainability sectors, and renewed a critical 5-year contract amid a client's challenging PR crisis.
- Rebuilt an 8-person department in 6 months, achieving 2x improved retention through new vision, development programs, hands-on support, new offerings, and streamlined processes.

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

- **Whalar Group (Accenture Song):** designed a global martech roadmap for a Cannes-winning TikTok Alpha API partner reaching 1B+ viewers and renewed Meta Business Partner Badge
- **GTM Consulting:** Advised EMEA GTM product marketing strategy for a podcast music marketplace, a gaming publisher, and a Native DSP launching programmatic capabilities

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, improved reporting processes, 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, featured at Meta's Summit

- Scaled Tourism Ireland's footfall via a €2MM DMP integration and offline attribution model, cross-sold €150K in OOS creative and insights during the pandemic, and merged offshore teams
- 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. Discovery - [07/15 – 11/17] **Los Angeles, CA**

- Built the business case 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+ for subscription services and influencer content.
- 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 app launches.
- Spearheaded activation for content marketing, SEM/SEO, CRM, mobile networks, and OLV across Disney's gaming portfolio, resulting in owning SOV, trending organically 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.

Prior to Disney, I was a freelance UX Designer living in San Francisco, CA from 2010-2012. My roots began in Web Design, Animation, Graphic Design, and production, which naturally turned into working on mobile apps. This led me to wonder who/what/where/when/why all these things are being created for, and thus I found my way into marketing. As part of one of the first ever teams at Disney to work with social influencers, and an early adopter to paid social, I've used every role since to add more channels and scope to my arsenal.

Tools

Planning, Measurement & Analytics: GA4 (Google Analytics), Looker, Tableau, Datorama, Adobe Analytics, Nielsen, Comscore, MRI-Simmons, MOAT, Kochava, Sprinklr, Brandwatch, Meltwater, Tubular

Media Buying & Platforms: Google Marketing Platform (DV360, CM360, Google Ads), The Trade Desk, Adform, MediaOcean, Meta Business Manager & Marketing API, LinkedIn Ads, TikTok, Snap, Pinterest, Amazon Ads

Data, CRM & Sales: Salesforce, HubSpot, Apollo.io, Tealium, Relay42, Resonate

Project & Product Management: Jira, Aha, Azure DevOps, Trello

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