

# Tony Michael

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Relocating to Warsaw, Poland August, 2026

No visa required, Open to on-site, hybrid & remote work

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## Summary

**Integrated Marketing Leader with 14+ years of experience shaping performance, brand, and full-funnel strategy across global names like Disney, Intel, Foot Locker, & Volkswagen to emerging startups and non-profits. Managed over half a billion in marketing investments across agency, publisher, and brand environments, leading teams of up to 12 people managing digital and traditional channels. Combines creative storytelling with martech innovation to deliver measurable ROI, scalable growth, and award-winning campaigns.**

## Experience

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

- Onboarded and led a \$42M annual omni-channel media contract for Electrify America (Subsidiary of Volkswagen), overseeing full-funnel planning, activation, and data strategy across paid, owned, and earned.
- Orchestrated a national media tour, branded integrations and custom content on National & Local TV, and spearheaded multi-tiered influencer programs yielding record breaking organic search lift.
- Secured earned media interviews and negotiated annual upfront deals with major partners including iHeartMedia, NBC, ABC, and The Trade Desk with contracts ranging from \$1-24M.
- Oversaw delivery across audio (podcasts, streaming, radio), video (OLV, CTV, linear & addressable), DOOH (Mall partnerships, experiential activations, Direct deals, & programmatic), and digital (Search, Social, Display).
- Managed a full-stack programmatic trade desk activating Resonate data, 10K+ line items across 13+ rich media PMPs with dozens of advanced targeting tactics intricately mapped to a cohesive messaging framework.
- Facilitated launch of a new website and AI chatbot, achieving 625K+ monthly unique visitors with MoM growth.
- Implemented offline measurement studies tracking 1B+ impressions in the first quarter and driving thousands of aided EV purchases, led web analytics, taxonomy design, & requirements for Looker dashboards built for rapid national and local insights, leading to securing an additional \$500K incremental Co-op deals
- Delivered all the above results with a team of two under one of the agency's shortest planning and trafficking windows, securing 15%+ in added value equating to over \$6M in free media.

### **Fractional Marketing Leader: Independent Consulting [01/24 - 03/25] San Diego, CA**

#### **VP, Martech: Axos Bank**

- Launched 3 digital banking products for a \$40B fintech, driving \$200M in deposits through marketing automation and \$7.8M in personalized cross-sell across iOS, web, push, email, and SMS.
- Developed a 12-month Martech roadmap aligning 200+ cross-functional projects, \$500K+ vendor contracts, and 8+ teams; delivered an SFMC-powered B2B stack generating 650 MQLs in H2

#### **Growth Marketing Lead: EnSofia AI & University of California**

- Increased qualified leads 4X MoM through market research, persona development, and AI-personalized cross-channel campaigns across paid search, email, and LinkedIn ABM.
- Led a comprehensive SEO audit for UCSD identifying technical gaps, content opportunities, and prioritized optimization strategies across one of the largest university web presences in the US.

#### **Founder, VP Marketing: Maestro Marketing**

- Founded a marketing agency supporting 4 DTC music brands collectively generating \$250K+ in monthly product sales; services spanned ecommerce strategy, analytics, creative, SEO/SEM and social.

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

- Won \$20M+ in new business government contracts within a \$50M flat-YoY scope by developing a bespoke audience-centric media approach. Clients include the California Department of Public Health and Office of the Surgeon General, earning raving client reviews and industry awards.
- Increased LA Metro program DAUs 80% managing \$5M in full-funnel media including OOH, in-language print, CTV, broadcast, custom audio production, direct mail, programmatic, SEM, social, and influencers.
- Grew a \$15M portfolio across Transportation, Mental Health, and Sustainability sectors; renewed 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.
- Productized analytics dashboards integrating offline and online media, improving profit & leadership visibility

## Fractional Marketing Leader & Advisor [11/21 – 11/22] London, UK / Remote

### 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 as Global Head of Strategic Partnerships.

### Board Advisory & GTM Consulting

- Expanded a Metaverse gaming publisher's sales into EMEA; advised GTM strategy for a podcast marketplace; led product marketing for an AI-powered Native DSP as Board Advisor.

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

- Led global digital team unlocking investments as large as \$10MM monthly across 30+ markets spanning digital strategy, activation, & insights for Programmatic, Paid Social, Search, Advertising Operations & Partnerships
- Grew Intel Account revenue 5X YoY through client education, strategic annual planning, thought leadership, and negotiating incremental contracts from B2B and B2C business units & emerging markets: improving client satisfaction scores, launching live event & DCO offerings, and adopting first-party data during the rise of GDPR.
- Hired 9 people and increased output by implementing a 90-day client success roadmap, internal training, upsell capabilities, improved relationships, negotiating \$100k+ in publisher added value, ultimately renewing Resolution Media's largest account in EMEA, Intel, responsible for 12 people and \$10MM annually.
- Scaled Tourism Ireland's footfall by leading a €2MM DMP integration, offline attribution model, and cross-selling €150K in OOS creative & insights while improving LTV through omnichannel content marketing programs.
- Won several new business pitches including an Amazon Seller/Vendor rev-share, Daimler (Mercedes) & the largest media contract in the UK (£600M), UK Gov, while onboarding a complex new global client
- Proven innovation by challenging Nissan & Foot Locker's Digital Transformation strategies with OMD's largest partnership, doubling peak season eCommerce ROI on Footlocker.com, and presented at Meta's EMEA Summit

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

- Developed a business case and launched Fullscreen's entire social product, with its own P&L, driving \$2MM+ in revenue within the first year and 2X growth YoY with \$6MM gross leading to acquisition by AT&T and Warner
- Achieved an average of 13% MoM growth with budgets up to \$500K+ earning press and awards while directing all x-channel paid media operations, sales strategy, product marketing, measurement, and partnerships.
- Designed, built, & sold proprietary ad tech and O&O inventory across a network of social video publishers, establishing Fullscreen as a disrupter in the paid media space: managed team of Engineers, Data Scientists, & Designers winning national Hackathon and attention of top AT&T execs, gaining access to Meta's Video beta
- Managed monthly paid media budgets up to \$1M+ for branded live events, streaming video subscriber acquisition, and creator merchandise eCommerce campaigns.

## Digital Marketing Manager: 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 Games team's online strategy for content marketing, SEM/SEO, CRM, user acquisition, and OLV across Disney's gaming portfolio, owning SOV, trending on social media, and achieving 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 & Twitter Flight School • Semrush SEO • HubSpot Inbound Marketing

### Languages

English (Native) • Arabic (Fluent) • Polish (A2 – Elementary)

### Education

B.A. Interactive Media (Summa Cum Laude), SF State • Music Business Cert., City Univ. of London • B.S. General Engineering, Cal Poly (3.5y)