

# Miguel H. Gonzalez

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## Profile

An integrated marketing strategist who applies consumer insights for brand engagement across transformative experiences and platforms

## Skills

Consumer research planning, Digital ethnography, Content strategy, Conversational UI, UX research, Digital/social strategy, Direct response, Promotions and Brand planning

## Professional Experience

### MHz Experience Strategy

Freelance — Experience Strategy Director, 07/2018-current

*Coca-Cola, Prolijo Artisanal Mezcal*

- Strategy and insights leader for agencies and independent projects
- Clients include current (IPG), TMSW and The Origins LLC

### Critical Mass

Vice President, Group Strategy Director, 06/2017-06/2018

*USAA, BlueCross BlueShield of Tennessee, American College of Educators (ACE)*

- Strategy and insights practice leader in Chicago including five direct reports
- Led strategic planning for the year's largest new business win, BlueCross BlueShield of Tennessee
- Managed digital and content strategists as a remote team supporting global clients across US, UK and Canada offices

### Havas Chicago

Group Strategy Director, 10/2011-05/2017

*Sprint, Sonic Drive-In, Cracker Barrel, Citi, Kmart, Craftsman, Constellation (Exelon)*

- Strategy leader in new business winning ~\$30MM in revenue in 24-months
- Practice leader for Havas helia, global eCRM and data practice, across three US offices and contributing \$1.5 million in revenue growth in the first year
- Led the strategy practice for Havas Annex, the cultural and content development center of excellence that launched in 2015
- Worked remotely in Baltimore, Toronto and Montreal on a branding and launch strategy for Aeroplan embedded in the client's headquarters

### Leo Burnett Worldwide

Planning and Content Strategy Director (Contract), 09/2010-10/2011

*Philip Morris/Altria (Marlboro)*

- Led primary and secondary research for the planning, development and launch of Marlboro's website redesign, mobile web launch and integrated programs

### Momentum Worldwide

Executive Creative Director, Director of Digital – North America, 11/2008-10/2009

*AB/InBev, American Express, Verizon Retail, SeaWorld*

- Responsible for leading the digital marketing practice across four US offices

- Hired, managed and supervised a 48-person department of strategists, project managers, front-end developers and ASP.Net software engineers
- Launched 10 websites and online promotions in the first 9 months resulting in \$1MM of incremental revenue in the midst of the Great Recession
- Effectively managed remote teams for Verizon, Microsoft and AB/InBev

### **FCB Global**

Vice President, Group Director of Emerging Platforms  
Content and Creative Director, 10/2004-11/2008

*Kraft, KFC, SC Johnson, Kmart*

- Launched the first integrated viral marketing campaign for CPG marketer SC Johnson's Shout Wipes brand increasing sales 1% through digital word of mouth
- Led integrated strategy and content development for KFC's "Life Tastes Better" rebrand including redeployment of the KFC website and promotional calendar

### **Leo Burnett Worldwide**

Vice President, Creative Director, 08/2000-07/2003

*United States Army, Philip Morris International*

- Co-created one of the earliest web content series for the US Army resulting in more than 75,000 enlistments to reverse a decade-long decline
- Launched a vertical social network and international marketing platform for L&M that was designed to roll out across worldwide markets
- Wrote and presented digital strategy and roadmaps to global PMI marketing leadership conferences in Lisbon, Athens and Lausanne

### **Thought Leadership**

- Speaker and panelist at 4As Chicago, Social Media Week, Storyworld, DMA, iMARK (Iceland), Mobile Media Summit and CTIA Wireless
- Guest lecturer for University of Chicago Booth School of Business, LaSalle College Digital Bootcamp and Lake Forest Graduate School of Management
- Recognized by advertising and marketing awards including Effies, Cannes CyberLions, One Show, Art Director's Club of NY, New York Advertising Festival, Addys, Reggies, Ad:Tech and the Yahoo! Big Idea Chair
- Judge for competitions including Addys, ANDY, POPAI and Tempo awards

### **Accomplishments**

- Positive, morale-building, inclusive leadership style to turn vision into action
- Impactful, persuasive and personable communicator and presenter
- 18+ years of success increasing brand health, market share and marketing effectiveness at top-tier agencies for Fortune 100 clients
- 12+ years of managing integrated marketing teams within agencies
- Trusted advisor to clients, colleagues and management who need to acquire and incorporate digital marketing skills into core brand capabilities

### **Education**

Temple University, School of Communication and Theater

Bachelor of Art in Journalism

3.44 GPA, Cum Laude