

Michael Richardson

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EDUCATION

- BRIGHAM YOUNG UNIVERSITY, MARRIOTT SCHOOL OF BUSINESS** | Provo, UT 2019 – 2021
MBA in Marketing, April 2021 – GMAT 700
- Full tuition academic scholarship
 - Executive Vice President - BYU MBA Marketing Association
- BRIGHAM YOUNG UNIVERSITY**, Provo, UT 2007 – 2012
Communications
- 3.93 GPA, Magna Cum Laude

EXPERIENCE

- THE HERSHEY COMPANY** | Hershey, PA
Leading Confection CPG
- Brand Management Graduate Internship | Whoppers & Robin Eggs** May 2020 – Aug. 2020
- Developed three-year, \$8MM growth plan for the Whoppers & Robin Eggs brands
 - Conducted intensive analytics research within IRI and consumer data to explain performance, discover trends
 - Collaborated with 30+ cross-functional partners to develop product, channel, promotion, & pack type strategies
 - Led agency collaboration for packaging revision, and developed strategic partnership foundation with Redbox
- MOTIVHEALTH INSURANCE COMPANY** | South Jordan, UT
Health Insurance Provider
- Brand Communications Manager** Jan. 2019 – July 2019
- Led rebranding for \$10MM company, managed five communication channels to 25K+ stakeholders
 - Identified \$800K+ in missed savings by leading cross-functional team to conduct data analysis of member programs
 - Revitalized brand's visual authority with new physical marketing strategy and 20+ new print material designs
 - Created client reporting system to increase corporate client engagement, doubled program participation YOY
- LEADFRONT** | Alpine, UT
Marketing Agency
- Account Manager/Digital Marketing Strategist** 2015 – 2018
- Crafted marketing strategy for 30+ clients, demonstrated excellent collaborative teamwork ability
 - Gained 90% of impression share for client with market research and Google Ads keyword strategy
 - Generated 3,500 new leads for client with targeted Facebook/Instagram campaign
 - Grew a YouTube channel to 30,000 subscribers with effective publication strategy
 - Designed and launched 40+ websites for clients in a variety of industries, adapted language and design for distinct audiences. Sites gathered 5.5M pageviews
- HEALTHY UTAH MAGAZINE** | Alpine, UT
Health and Lifestyle Magazine
- Managing Editor** 2013 – 2017
- Led eight writers and dozens of contributors to produce 40+ magazines that resonated with target audience
 - Increased readership 300% by utilizing Google Analytics to craft strategic article topics and magazine themes
 - Created a national online readership of 150K from scratch by developing a new brand and website
 - Wrote more than 150 articles, including 20+ cover stories
 - Lead writer on award-winning issue, Society of Professional Journalists' best magazine runner up

VOLUNTEER

- Organized distribution of \$90,000+ of charitable funds to needy families through local church
- Served full-time for two years as a missionary and service volunteer in Rio Grande Valley, fluent in Spanish

SKILLS & PASSIONS

- Technical: Adobe InDesign, Photoshop, Wordpress, HTML, CSS, Sketch, Google Analytics, Google Ads, Mailchimp
- Self-published science fiction author