

Micah Giszack, MBA

micah@bold-bridge.com | 434-414-0140 | www.linkedin.com/in/micahgiszack

PROFESSIONAL SKILLS PROFILE

- **Strategic market analysis:** Drives strategic decisions through in-depth market research and trend analysis
- **Cross-functional leadership:** Excels in orchestrating project collaborations as owner of BoldBridge
- **Advanced digital campaign management:** Proven success in enhancing customer engagement and sales
- **Digital marketing strategy implementation:** Spearheads comprehensive digital marketing strategies at BoldBridge, significantly increasing client engagement and website traffic through inventive solutions

EDUCATION

Master of Business Administration August 2021-May 2023

Liberty University, Lynchburg, Virginia

- Minor/cognate: Marketing
- Computer skills: Adobe Creative Suite: Photoshop, Lightroom, Illustrator, InDesign, Premiere Pro, Microsoft Office: High Excel proficiency, Salesforce, Canva, HubSpot Inbound Marketing Certified
- Leadership Roles: Teaching Assistant, Resident Shepherd

Bachelor of Science, Business Administration August 2017-May 2021

Liberty University, Lynchburg, Virginia

- Minor/cognate: Digital Marketing & Advertising
- Volunteer Experience: 160+ hours community service
- Clubs: American Marketing Association
- Leadership Roles: Resident Shepherd (critical, volunteer, on-campus student leadership position)

EXPERT EXPERIENCE

Marketing Manager, LA Consulting, New York, New York March 2024 - Present

- Supervises all public communication and social media activity for the organization
- Spearheading two new product launches, coordinating digital campaigns for these

CX Director & Owner, BoldBridge Digital Marketing & Consulting March 2020 - Present

- Establishes small business relationships and develops marketing objectives
- Designs and publishes turn-key websites to small business clients, pre-optimized for SEO and locale trends
- Increases client website traffic by 40% through targeted SEO strategies
- Publishes and designs websites for client businesses, managing CPC campaigns and organic marketing

Digital Marketing Specialist, Beacon Building Products, Virginia May 2022 - May 2023

- Analyzed and created Google Analytics dashboards, both in GA4 and the preceding UA
- Maintained timely distribution of dozens of weekly email campaigns with the Pardot CRM
- Discovered and advised on a 30% workflow efficiency improvement for CRM email processes

Territory Manager, AT&T, Oklahoma May 2023 - August 2023

- Generated over \$250k of LTV for AT&T through direct, door-to-door sales; Ranked 26th nationally
- Routed door-to-door sales routes and handled over one hundred cold calls per day for fiber internet sales

Graduate Teaching Assistant, Overton School of Business, Virginia August 2021 - May 2023

- Presented frequent lectures, exhibiting strong public speaking and teaching expertise to rooms of 150+
- Organized extensive administrative taskings, liaising with 400+ students through each semester
- Delivered consistent, on-time results with assignment grading and unique student feedback

Admissions Marketing Coordinator, Fork Union Military Academy, Virginia Winter 2018, Summer 2021

- Analyzed comprehensive demographics and developed strategic reports to enhance admissions planning.
- Managed data analytics using Excel, interfacing deeply with the SchoolAdmin CRM, interpreting over 30,000 entries to extract trends and inform admissions strategies.

SPECIAL PROJECTS & TASKINGS

- **Federal Bureau of Investigation:** Investigated and reported on historical business and government data trends to senior FBI officials alongside a hand-chosen cohort of twelve high-achieving graduate students