

# Michael J. Kricsfeld

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## EDUCATION:

University of Kansas - School of Business, Lawrence, KS  
M.B.A., Emphasis on Marketing

University of Miami, Coral Gables, FL  
B.S., Psychology; Minors in Marketing and Chemistry

## PROFESSIONAL EXPERIENCE:

### **Treat America and Company Kitchen, Merriam, KS**

#### **Digital Marketing Manager, 9/2013 - Present**

- Responsible for execution of all digital marketing materials to acquire new leads and customers.
- Increased qualified online leads over 400% within first year from 15 per month to over 80.
- Achieved a CTR 3x higher than site average (.9%) for LinkedIn Sponsored Updates using CPC and CPM techniques.
- Managed over \$150,000 annual spend for Adwords search and display campaigns and LinkedIn Sponsored Update and display platforms.
- Created unique inbound blog content responsible for over 9,000 shares in 2014.
- Analyzed web traffic metrics using Google Analytics to close the loop for all marketing campaigns and assign a ROI for each marketing effort.
- Produced monthly email blasts to existing and potential clients and measured results.

### **The Futbol Club Eatery and Tap, Overland Park, KS**

#### **Marketing Manager 3/2013 – 7/2013**

- Responsible for all marketing and branding for the country's only soccer-themed restaurant.
- Updated website and social media outlets (3,000+ followers) with events, photos, and specials.

### **Cupcake Construction Company, Lawrence, KS**

#### **Owner / Manager, 1/2010 – 10/2012**

- Created and successfully opened a unique small business from an idea and a dream.
- Reached sales of nearly \$250,000 in first year of business.
- Developed all marketing collateral and managed all online assets.
- Attracted over 5,000 followers on social media with unique, interactive, & creative content.
- Monitored store's and competitors' reviews and rankings on review sites, blogs, and websites.
- Retained 9 out of 10 original employees from opening day, unheard of in the food industry.
- Ran daily operations including scheduling, ordering, customer service, donations, and more.

### **Cutchall Management Company / Famous Dave's BBQ, Kansas City, KS**

#### **Director of Catering, 12/2008 – 8/2010**

- Oversaw all catering orders and deliveries for accuracy, presentation, and timeliness in delivery.
- Established an internal ordering form so customers' records can quickly & easily be accessed.
- Built and updated email database to distribute monthly catering newsletter, which led to a 30% higher repeat order rate.

### **Lon Lane's Inspired Occasions, Kansas City, MO**

#### **Event Planner and Marketing Manager, 8/2005 – 10/2008**

- Spearheaded a re-branding campaign & name change to capitalize on the owner's name equity.
- Increase sales volume by 50% to over \$3 million in the first two years of employment.
- Redesigned website to better communicate to target audiences. Increased unique visitors to website by nearly 100% and individual page views by almost 300%.
- Maintained company website ([www.InspiredOccasionsKC.com](http://www.InspiredOccasionsKC.com)) with frequent news updates, photos from recent events, custom client landing pages, and statistical tracking.
- Developed a digital library of over 5,000 searchable, tagged photos of individual food items, entrée presentations, buffets, food displays, venues, and important documents.

**SUMMARY:**

Digital-savvy marketing expert versed in SEO and SEM techniques as well as traditional strategies. I possess an entrepreneurial work ethic, am motivated to succeed and am passionate about marketing. Google Certified Adwords professional for fundamentals and advanced search.