

# MICHAEL R. MIERENDORF

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## BIO

Passionate about sustainability and using communication and technology to deliver a clear, concise, and effective message.

## SKILLS

- Adobe Creative Suite: Illustrator, InDesign, Lightroom, Photoshop, Premiere
- Copywriting & Editing: AP Style, MLA
- Email Marketing: MailChimp, Constant Contact, Hubspot, Drip
- Content Marketing Systems: WordPress, Shopify, Adobe Experience Manager
- CRM Systems Administration, Implementation & Management: Salesforce, HubSpot
- Photography & Videography
- Project Management
- Social Media Management
- Digital Marketing
- Web Design: WordPress, Squarespace, Shopify, Wix

## WORK

### *Michael RM Consulting | Writer, Consultant & CEO | April 2010 - Present*

- Specialize in copywriting, copyediting, marketing, front-end web design, photography, and brand and communications strategy
- Select clients include Origami Risk, City and County of Denver Auditor's Office, Choosing Eco, Prudent Accountants, YMCA of America, BluGirl Soapworks, Six Minute Mile, and others.
- Client highlights:
  - Weekly email newsletter copywriting (>**400,000 words written** for the newsletters)
  - **Implemented CRM** switch from Salesforce to HubSpot for **400,000 contact records**
  - Assisted with transition from WordPress to OpenCities web platform, including transferring >2000 digital documents, and new site page builds
  - **Built and designed** ecomm website on Shopify platform, including all visual elements which correlated into over \$8k in sales (average sale \$49/ order) in first 3 months for a Minneapolis small business
  - **Technical support** for connecting client web apps for data transferring and customer data processing
  - Professional side projects include **writing blog posts, articles and newsletters** on small **business entrepreneurship; sustainability and low-waste**, and **pop culture criticism**

### *MovieWeb.com | Contributing Feature and List Writer | June 2022 - Present*

- Pitch, research, write, and edit **short and long-form feature and list articles** about movies, TV shows, and sometimes comics and books.

***City and County of Denver - Auditor's Office | June 2017 - April 2019***

***Appointed - Director of Community Outreach | Oct. 2017 – April 2019***

- Leadership role as member of **Executive Team** to an office of over 60 employees
- **Planned, organized and attended** over 50 community meetings and events annually with the Auditor
- **Redeveloped digital communications plan and strategy** with Director of Communications
- **Major initiatives** included new website design and build, CRM switch and implementation to Salesforce, new print products to expand awareness of office work and functions
- Branding alignment and restructuring for consistency

***Communications & Data Specialist | June 2017 - Oct. 2017***

***Columbia College Chicago - Undergraduate and Graduate Admissions | June 2010 - April 2016***

***CRM Systems Manager | Remote - Denver: Feb. 2014 - Apr. 2016***

***Database Communications Specialist | Chicago & Denver: June 2010 – Feb. 2014***

- **Salesforce Administrator** and trainer for 70 end users
- Advanced reporting/ dashboard development for print and email communications, internal educational research for **database of 650,000+ contacts**
- Project manager of CRM **systems implementation** to Salesforce (2014)

***The Onion (April 2006 - April 2010)***

***National Sales Planner (Chicago: April 2009 – April 2010)***

- **Created and designed** sales decks for National Sales Team
- Researcher for analytics and metrics used for national sales
- Worked with accounts like Coca-Cola, HBO, and movie studios for ensuring success of **digital buys totaling over \$3M**

***Events & Promotions Manager (Milwaukee: May 2007 – April 2009)***

- **Managed** street team of 10-15 volunteers and interns
- **Planned and hosted partnership events** with venues and advertising partners
- Helped create successful **co-branded marketing campaigns** for media and business partners like the Milwaukee Beer Appreciation Society

***Promotions Intern (Milwaukee: April 2006 – May 2007)***

## EDUCATION

### ***Harvard Business School Online | Sept. 2021 - Present***

Sustainable Business Strategy (Certificate of Completion)

Disruptive Strategy (Certificate of Completion)

### ***University of WI - Milwaukee | Sept. 2002 – June 2006***

B.A. – Print Journalism

Minor – Modern History

National Honors Society

## VOLUNTEER

### ***Lake Harriet Community Schools PTA | 2021 - Present***

Communications Chair

### ***Fuller Soccer | 2021 - Present***

### ***Minneapolis United | 2022 - Present***

Soccer Coach

### ***West Highlands Neighborhood Association Denver | 2013 - 2021***

Web Design & Technical Support

### ***AMA Colorado | 2018***

Board of Directors

### ***IABC Colorado | 2018***

Board of Directors

### ***Historic Elitch Theatre | 2013 - 2016***

Marketing Team