

Michael S. Griffin

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Employment:

Merit Technologies, Greenville, SC, June 2015-Present

Marketing Manager, January 2018-Present

- Identified true KPI's and needs for HelpDesk, inbound marketing strategy, and engineer utilization. Includes custom reporting and analytics
- Coordinated targeted campaigns on vendor lead list of 155 C-Level executives—achieved open/click rate above industry average
- Experienced in video production, audio engineering, and marketing content creation
- Assisted in product development of in-house CRM product

Service Manager, June 2015-January 2018

- Responsible for maintaining key accounts, tailoring Merit's offerings to client needs
- Acted as liaison for top 10% customers of Merit Technologies
- Utilized technology to measure customer experience and problem resolution
- Demonstrated excellence in taking complex issues and making them understandable to a wide range of clients
- Identified growth opportunities and upsold existing customer accounts

NewSpring Church, Florence, SC, July 2013-March 2015

Technical/Video Manager

- Responsible for leading a team of 20+ people to create an excellent church experience
- Manage all video and production equipment including weekly setup and tear down while in temporary space in Florence Civic Center
- Coordinate with Florence Civic Center on setup needs and event space
- Became proficient with Concur Solutions and Microix for POs and expense management
- Supported IT department with remote installs and support

Florence, SC - School District One, November 2012-July 2013

Network Administrator

- Traveled to schools throughout the district to troubleshoot and fix issues with computers, projectors, SMART Boards, and attended to all technical needs
- Rolled out computer refreshes as well as deploying Windows software to several thousand end users
- Evaluated hardware and software from different companies to determine best fit for the FSD1 environment

Education

B.S., Psychology, **Francis Marion University**, Florence, SC (May 2009)

- Minor in Philosophy and Religious Studies

Achievements:

- Dean's List- 2006-2008, with a GPA of 3.0 or higher from Francis Marion University
- Certified Apple Sales Professional - certified to sell and train on all Apple products

Skills/Qualifications:

- Experience with:
 - Salesman CRM and marketing automation platform
 - Facebook and LinkedIn advertising modules
 - HubSpot Inbound Methodology
 - Strategic planning and execution of email, social, and print marketing campaigns
- Proficient in Microsoft Office applications
- Proficient in Apple and Windows operating systems