

Michael Rosenthal

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Highlights of Qualifications

- 15+ years of writing and marketing experience
- Advanced keyword research and traffic analysis abilities
- 10+ years of leading marketing and writing teams
- Implemented marketing and content strategies that increased revenue by 45%-200% YOY
- Secured #1-4 spots in Google search results through SEO leadership

Professional Experience

Jones Commerce

Content and Marketing Manager, January 2024 - January 2025

- Managed a broad range of content and marketing projects for Home Theater Forum (HTF) and Blackjack Apprenticeship, increasing HTF revenue by 200% YOY
- Analyzed data and conducted A/B tests to increase engagement and ROI
- Developed, wrote, and distributed weekly digital newsletter to 20,000+ subscribers
- Hired and managed writers and graphic designers
- Developed email campaigns and many other marketing initiatives
- Sold and managed direct ad contracts and sponsored content

Self-employed

Content Strategist and Marketing Lead, 2011 - 2024

- Wrote and edited a wide variety of technical and non-technical marketing materials, articles, blogs, social media posts, and other content in diverse industries
- Secured #1-4 spots in Google search results through SEO leadership
- Implemented marketing and content strategies that increased revenue by 45%-165% YOY
- Optimized content to increase visibility and conversions
- Hired and led copywriting teams on large-scale projects
- Developed and led marketing campaigns from conception to execution
- Conducted research in a wide range of sectors

Puzzle Partner

Senior Content Specialist, 2015 - 2021

- Wrote and edited technical and non-technical marketing materials, articles, blogs, and other content for software development companies and executive consultants
- Developed B2B and B2C marketing content concepts in collaboration with executives and other stakeholders
- Built and executed content calendars
- Managed key accounts

Ontario Institute for Studies in Education at the University of Toronto

Instructional Technology Analyst, 1999 - 2011

- Conceived and managed software development projects from the planning stage to final delivery, acting as the lead communicator with programmers and all other stakeholders
- Provided support to faculty, staff, and students on institutional email and conferencing system, website content management system, and various other systems
- Wrote and edited documentation, including UX materials and institution-wide communication strategies
- Developed and maintained website content
- Developed and implemented communication tools for use by the Dean's Office
- Filmed and edited teaching and research videos

Specialized Software Skills

- Experience using Google Analytics, Semrush, and Ahrefs
- Capabilities in HTML
- Capabilities in audio and video editing applications

Education and Training

- Ontario Secondary School Diploma, Alternative Secondary Education 2
- Accessibility for Ontarians with Disabilities Act (AODA) training, YMCA of Greater Toronto
- Filemaker Pro, University of Toronto
- Access database, University of Toronto
- Lifelong independent learner