

# Michael Barnes

## Multi-talented, dedicated learner, and ready to work!

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## Professional Summary

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Dear prospective employer,

My name is Michael Barnes, and I am a creative, results-driven professional with a passion for education and marketing. With over a decade of experience in leadership, teaching, and communication roles, I have consistently delivered measurable results by blending innovation with strategic planning.

In my current role as Marketing and Communication coordinator for Hocking College, I spearhead marketing campaigns that have significantly increased enrollment and brand engagement through creative multimedia strategies. As a graduate teaching assistant, I have empowered over 300 students to excel in communication, critical thinking, and public speaking, earning above-average performance evaluations.

My unique background spans private sector leadership, nonprofit program coordination, and higher education instruction, providing me with a well-rounded perspective on team management, strategic communication, and impactful storytelling. I am actively seeking an opportunity where I can integrate my expertise in education and marketing to drive organizational growth and create meaningful connections with diverse audiences.

"Logic will get you from A to B. Imagination will take you everywhere" -Albert Einstein

Michael Barnes

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Willing to relocate: Anywhere

## Work Experience

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### Marketing & Communications manager

**HOCKING COLLEGE** | Nelsonville, OH

October 2023 to Present

As Marketing and Communications Coordinator at Hocking College, I create and implement strategic marketing campaigns across digital and print platforms, enhance brand engagement, and support enrollment growth through innovative content creation and data-driven strategies.

- **Elevated Social Media Performance:** Designed and implemented dynamic marketing strategies for Facebook and Snapchat, surpassing previous engagement benchmarks and amplifying the college's digital presence.
- **Email Marketing Excellence:** Crafted compelling email campaigns, including The Hocking Herald, which consistently achieves top-tier open and click-through rates, outperforming all other institutional emails.
- **Record-Breaking Event Marketing:** Developed cost-effective marketing strategies for events like Rodeo on the Hocking, driving a 10% increase in sales while cutting advertising costs by 50%.
- **Innovative Trade Show Strategies:** Revolutionized the admissions team's trade show approach with creative, program-focused content that builds meaningful connections between potential students and faculty.

## **Graduate Teaching Assistant**

**Ohio University** | Athens, OH

August 2021 to Present

In my role as a Graduate Teaching Assistant, I mentor and guide students through transformative courses in public speaking and oral communication, fostering their confidence and critical thinking abilities. I am committed to ensuring each student grows throughout the semester by creating a supportive and inclusive learning environment tailored to their individual needs. My teaching consistently earns high evaluations, averaging 4/5, as I design interactive lesson plans, deliver engaging lectures, and provide personalized feedback during office hours. Through my mentorship, students leave my courses equipped with the skills to articulate their ideas confidently and effectively in diverse contexts.

- Developed and implemented course syllabi, assignments, and assessments to ensure alignment with program objectives
- Delivered engaging lectures on Public Speaking, Argumentation, and communication among cultures to undergraduate students, fostering a dynamic learning environment
- Designed innovative teaching materials such as PowerPoint presentations, hands-on activities, handouts, and online resources to enhance student engagement
- Evaluated student performance through exams, quizzes, papers, presentations, or other assessment methods while maintaining fairness and objectivity
- Provided timely feedback on assignments and assessments to guide student progress towards learning goals
- Engaged in continuous professional development by attending workshops or pursuing additional certifications

## **Account Lead**

**Last Mile Delivery Services Inc.** | Columbus, OH

June 2021 to June 2022

As Account Lead, I successfully managed a team of over 20 Amazon drivers daily, ensuring the safe and efficient delivery of packages to customers. I provided hands-on leadership, coaching, and logistical support to optimize route efficiency and maintain a high standard of customer satisfaction. My role required data-driven decision-making, effective communication with corporate stakeholders, and fostering a team culture centered on safety and excellence.

- Coordinated and dispatched a fleet of up to 25 vehicles to ensure timely delivery of goods and services
- Managed daily schedules, assigning drivers to specific routes based on customer demands and driver availability
- Monitored GPS tracking systems to track the location of vehicles in real-time and make necessary adjustments to optimize efficiency
- Maintained constant communication with drivers via radio or phone to provide updates on traffic conditions, route changes, or customer requests
- Collaborated with warehouse staff to ensure accurate loading and unloading of goods onto trucks for efficient transportation
- Implemented safety protocols and procedures for drivers, ensuring compliance with local traffic laws and company regulations
- Coordinated emergency response efforts in case of accidents or breakdowns by contacting appropriate authorities or arranging alternative transportation solutions
- Optimized routing strategies by analyzing traffic patterns, road closures, weather conditions, and other factors that may impact delivery times
- Assisted in training new dispatchers on standard operating procedures (SOPs) for effective coordination of logistics operations
- Implemented a digital communication system between dispatchers and drivers resulting in improved efficiency
- Collaborated with maintenance team members to schedule routine vehicle inspections and repairs as needed
- Streamlined communication between drivers, warehouse staff, and customers through the use of mobile applications or messaging platforms

## **Graduate Teaching Assistant**

**San Diego State University** | La Mesa, CA

August 2019 to August 2021

As a Graduate Teaching Associate at San Diego State University, I led undergraduate courses in Communication, fostering a dynamic and inclusive learning environment. I developed and delivered engaging lectures, designed comprehensive lesson plans, and provided personalized mentorship to students, guiding them in enhancing their public speaking and critical thinking skills. My commitment to student development was reflected in consistently high evaluation scores, with students rating my teaching effectiveness at an average of 4 out of 5. This role honed my leadership abilities and deepened my passion for empowering students to achieve their academic and personal growth.

- Delivered engaging lectures on public speaking to undergraduate and graduate students, fostering a dynamic learning environment
- Developed and implemented course syllabi, assignments, and assessments to ensure alignment with program objectives
- Mentored and advised students on academic matters, providing guidance for course selection and career development
- Led seminars and facilitated discussions to promote critical thinking and intellectual growth among students
- Supervised undergraduate research projects, guiding students through the research process from proposal development to final presentation
- Designed innovative teaching materials such as PowerPoint presentations, handouts, and online resources to enhance student engagement
- Provided timely feedback on assignments and assessments to guide student progress towards learning goals
- Developed and taught online courses to accommodate diverse learning needs and reach a wider student population

## **Program Coordinator**

**Food For People** | Eureka, CA

October 2018 to June 2019

As Program Coordinator, I managed three key programs serving low-income seniors and differently-abled individuals: the Senior Brown Bag Program, the Homebound Delivery Program, and the Commodity Supplemental Food Program. By collaborating with staff, volunteers, and community partners, I streamlined operations and expanded program outreach, resulting in a measurable increase in the number of individuals served. My role included resource management, volunteer coordination, and community engagement, ensuring effective and compassionate delivery of services to vulnerable populations.

- Managed and coordinated all aspects of the program, including planning, execution, and evaluation
- Developed program goals, objectives, and timelines in collaboration with stakeholders
- Facilitated communication and collaboration among program team members, ensuring efficient project delivery
- Developed and maintained program documentation, including reports, schedules, and status updates
- Managed program logistics, including scheduling, venue booking, and equipment procurement
- Evaluated program effectiveness through data analysis and feedback collection, leading to continuous improvements
- Established and maintained relationships with program partners, vendors, and external stakeholders
- Developed and managed program databases, ensuring accurate and up-to-date records

## **Social Media and Marketing Coordinator**

**BOB'S FINE CARS** | Eureka, CA

January 2018 to April 2019

At Bob's Fine Cars, I enhanced the brand's identity by creating engaging content that celebrated the team behind the business. Through thoughtful photography, storytelling, and media management, I highlighted the contributions of team members, fostering a strong connection with the local community. I maintained and updated the company's media inventory for the website, social media, and Craigslist advertisements, ensuring consistent brand messaging. My efforts supported the business's stellar reputation and reinforced its commitment to quality service in Humboldt County.

- Developed and executed comprehensive marketing strategies to increase brand awareness and drive customer engagement
- Coordinated the production of marketing materials such as brochures, flyers, and promotional videos ensuring consistent branding across all channels
- Conducted market research to identify target audience demographics, preferences, and trends for effective campaign targeting
- Monitored online reputation through regular review tracking on platforms such as Yelp or Google My Business; addressed negative feedback promptly while highlighting positive reviews to maintain brand image
- Increased website traffic through targeted paid advertising campaigns on platforms such as Facebook Ads or Google AdWords
- Managed the company's social media advertising budget, optimizing campaigns for maximum ROI
- Monitored industry news and trends to identify opportunities for thought leadership articles or guest blogging opportunities

## **Director of Marketing and Communications**

**Get High Quality** | Redway, CA

June 2016 to March 2017

As Director of Marketing and Communications, I spearheaded the development and implementation of comprehensive marketing strategies that elevated brand visibility and drove customer engagement. I managed all aspects of marketing, including product photography and videography, social media management, SEO optimization, and website design, ensuring cohesive and impactful branding. My work resulted in increased online traffic and enhanced brand recognition in a competitive market. Additionally, I led talent acquisition efforts, coordinated product promotions and demonstrations, and leveraged data analytics to refine strategies and achieve measurable results.

- Developed and executed comprehensive marketing strategies to drive brand awareness, increase customer acquisition, and generate revenue
- Analyzed market trends, consumer insights, and competitor activities to identify new opportunities for growth and innovation
- Implemented data-driven decision-making processes to optimize campaign performance and improve targeting accuracy
- Collaborated with cross-functional teams including sales, product development, and finance to align marketing initiatives with overall business goals
- Created compelling messaging and positioning statements that effectively communicated the value proposition of products or services
- Oversaw the development of creative assets such as advertisements, brochures, websites, videos, social media content etc
- Conducted market segmentation analysis leading to improved targeting accuracy for advertising campaigns
- Managed the development of marketing collateral including sales presentations, brochures, case studies etc
- Conducted competitive analysis to identify market gaps and develop strategies to gain a competitive edge

## **Graphic Design & Email Marketing**

**CP Performance** | Rohnert Park, CA

October 2015 to June 2016

At CP Performance, I drove customer engagement and sales by designing and executing targeted email marketing campaigns tailored to the company's largest demographic. My responsibilities included creating visually compelling trade show graphics, social media content, and animated advertisements that reinforced brand identity. I also contributed to merchandise design, logo creation, and photo manipulation to enhance marketing materials. By leveraging data analytics, I refined campaigns to optimize performance, showcasing my ability to align creative design with strategic objectives.

- Developed and executed email marketing campaigns to drive customer engagement and increase conversion rates
- Collaborated with cross-functional teams including design, content, and analytics to create compelling email templates that aligned with brand guidelines
- Monitored key performance metrics such as click-through rates (CTR), conversion rates, and ROI to measure campaign effectiveness
- Utilized marketing automation tools (e.g., Mailchimp, HubSpot) to automate workflows and nurture leads through targeted email sequences
- Segmented subscriber lists based on demographics, behavior patterns, or purchase history to deliver highly relevant content tailored to specific audience segments
- Created engaging landing pages linked from emails using HTML/CSS coding skills to enhance user experience and encourage conversions
- Developed and maintained an email content calendar to ensure consistent messaging and timely delivery of campaigns

## **Customer Service Supervisor**

**WHOLE FOODS MARKET** | Novato, CA

February 2013 to May 2015

As a Customer Service Supervisor at Whole Foods Market, I led a team of four cashiers, ensuring exceptional customer service and efficient front-end operations. I developed and managed employee schedules, coordinated returns and audits, and provided comprehensive training on Whole Foods' special programs to team members across the store. My role required balancing dynamic customer flows, maintaining high standards of retail execution, and fostering a positive environment of outstanding teamwork and mutual respect.

- Managed a team of XX customer service representatives, providing guidance and support to ensure high-quality customer interactions
- Collaborated with cross-functional teams to identify process improvements and implement solutions that enhanced the overall customer experience
- Created comprehensive training materials for new hires, ensuring consistent onboarding processes across the department
- Maintained up-to-date knowledge of product offerings, pricing information, promotions, and company policies to provide accurate information to customers
- Conducted regular performance evaluations for team members based on established criteria, providing constructive feedback for growth opportunities
- Collaborated with other supervisors on scheduling optimization efforts that ensured adequate coverage during peak hours while minimizing overtime costs
- Mentored and coached team members to enhance their skills, performance, and career development opportunities

## **Marketing and Communication Coordinator**

**HOCKING COLLEGE**

## **Education**

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### **Interpersonal and Organizational Communication (Ph.D.)**

Ohio University-Main Campus | Athens, OH

August 2021 to Present

### **Communication (Master's degree)**

San Diego State University | La Mesa, CA

August 2019 to May 2021

**Communication (Bachelor's degree)**

Humboldt State University

August 2016 to December 2017

**Graphic Design (Associate's degree)**

Santa Rosa Junior College

August 2007 to June 2015

Bachelor of Fine Arts

High school diploma or GED

Doctor of Philosophy

Bachelor of Arts

Master of Arts

## Skills

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Product marketing strategy RECEPTIONIST CUSTOMER SERVICE Market research Communications

Branding

Wine knowledge Social Advocacy Digital archiving Public relations Photo manipulation

Word processing Intake WordPress CRM system proficiency Social media poll creation AP style

Google Docs Photoshop Market sizing analysis Social media post writing Revenue growth

Indesign Social media analytics reporting Article writing Integrated marketing Layout Design

Email marketing analysis Logo Design CRM software Data analysis skills

Project management software Data analytics tools Government advocacy (outreach initiatives)

Relationship management Data visualization Content management systems Presentation skills

Media sales Video Editing Google Ads Machine learning Public speaking Email A/B testing

Proposal Writing Google Search Console DSLR cameras Management Event on-site coordination

Brand awareness Market Analysis Microsoft Word Competitive analysis Instructional Design

Event Planning Constant Contact Mentoring Event marketing Budgeting SWOT analysis

Strategic planning Website management Data analytics Predictive analytics Canva

Conflict management Social media strategy Data science Facebook Advertising

Multichannel marketing Quantitative analysis Logistics RETAIL SALES TRAINING

Engagement metrics analysis Adobe Lightroom Hootsuite Administrative experience

Marketing public relations Qualitative Research AI Email newsletters Social media engagement

Salesforce Cloud Data collection Classroom experience Qualitative Analysis Proofreading

Program development Adobe Dreamweaver Art direction Email marketing deliverability

Public relations content creation Email marketing campaigns Computer graphics Media relations

Affiliate marketing E-commerce Desktop support Content marketing strategy Client services

Marketing analytics Media buying Sales Client communication Experience in non-profits

Workday Employee engagement Web design Adobe Illustrator Community engagement

Digital marketing Slack Website traffic metrics analysis Account management

Quantitative Research Grant Writing Inclusivity Copywriting Google Suite

Performance marketing Direct marketing Continuous improvement Blogging Senior leadership

Adobe Acrobat CorelDraw Google AdWords A/B testing Photography Product demos

## Languages

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Spanish - Intermediate

## Links

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<http://Mister-Rodrigue-Barnes.com>

## Awards

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### Student Top Paper - National Communication Association

November 2023

Awarded for my research exploring socialization into professional academia.

### Deans List

December 2018

I was awarded Dean's list for the fall 2017 semester in recognition of maintaining a 3.0 GPA while enrolled in 18 units of coursework.

### Deans List

December 2017

I was awarded Dean's list for fall 2016 for maintaining a 3.0 GPA while enrolled in 19 units of course work.

### Presidential Scholar Award

May 2017

I was awarded the Presidential Scholar award for the spring 2017 semester, one of the highest scholarly recognitions for maintaining 3.8 GPA while enrolled in 19 units of coursework.

## Certifications and Licenses

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### Driver's License

## Groups

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### The Homeless Student Advocate Alliance

October 2016 to August 2018

HSAA works with students experiencing housing insecurity and homelessness at Humboldt State University.

## Additional Information

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Authorized to work in the US for any employer

Skills: Graphic Design, Adobe Creative Suite, Small Group Communication, Social Media Marketing, Creating Social Marketing Campaigns, Event Planning and Coordinating, Communication Theory, Social Advocacy, Gender and Communication, Interpersonal Communication, Oral Interpretation, Intercultural Communication, Organizational Communication, Management, Customer Service, Writing, Editing, Critical Thinking, Public Relations, Administration, Advertising, Title Nine Training, Policy Change and Development, Branding, Marketing and Community Development.