

MIKE GORACKE

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Experience leading transformative marketing initiatives, focusing on significantly increasing leads and opportunities through data driven marketing tactics and strategies; contributing to organizational growth and profit objectives.

CORE STRENGTHS

- Full-Lifecycle Marketing Strategy
- Business Objective/KPI Definition
- Executive Dashboard Creation
- Measurement and Data Insights
- Search Engine Optimization
- Competitive Intelligence
- Marketing Automation/Personalization
- Sitecore, ClickDimensions, Dynamics CRM

ACHIEVEMENTS

- Cut marketing lead-gen spend by \$80,000 while increasing opportunities YoY by 32%.
 - Established company's first ever MROI report, detailing CAC, Close Rate, MRR, Net Adds, and Churn.
 - Discovered a -53% ROI of \$30,000 in wasted AdWords spend for consulting client and suggested alternate ways to spend those campaign funds in more profitable channels based on CAC and AOV.
 - Jumpstarted stagnant cloud product/platform development by architecting a MVP, marketing and selling it.
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EXPERIENCE

Digital Marketing Manager

Mortenson Company

August 2018 – Present

- Consult with geographic and industry-specific marketing teams on digital strategies and tactics; implement strategies, tactics, and martech systems; measure KPIs to support department goals and organizational objectives; manage and implement company-wide SEO and SEM strategies; oversee Sitecore content management system.

Director of Marketing (Promoted from Manager, Strategy + Design Teams)

RBA, Inc.

September 2016 – August 2018

- Created and executed key digital marketing strategies and initiatives; grow and manage data driven marketing capabilities; focus on driving organizational revenue growth.

Manager, Strategy + Design Teams (Promoted from Digital Marketing Strategist)

- Lead a team of 17 direct reports, including Business Analysts, Marketing Strategists, and CRM and SharePoint consultants; responsible for defining, designing, and estimating work, assigning consultants, and overseeing quality; member of management team that is responsible for setting strategic business goals for the organization, as well as growth plan for the company; P&L responsibility.

Digital Marketing Strategist

- Develop comprehensive marketing strategies based on business objectives and goals for clients from nonprofits to multi-billion-dollar organizations; discuss KPIs and targets; reverse engineer competitive strategies; understand current and bleeding-edge marketing tactics.

Director of Marketing (Promoted from Director of Digital Strategy)

Open Systems, Inc.

December 2014 – September 2016

- Led a team of 7 direct reports, including marketers who focused on SEO, Paid Search, Display Retargeting, Content Creation (written, visual, video), Marketing Automation, Vendor/Partner Relationships, Public/Media Relations and Events; developed company's strategic marketing plan and pivoted marketing team direction based on new objectives.
- Consulted with marketing teams from acquired companies to build a cohesive go-to-market strategy.
- Architected MVPs for company initiatives in both marketing and development, including wire-framing, landing page creation, and even server configuration.

- As the Director of Digital Strategy, managed successful website redesign, including new CMS implementation and migration of 10+ microsites.
- Managed marketing automation implementation with Microsoft Dynamics CRM.
- Identified areas for growth through market intelligence and competitive analysis; developed custom prospect engagement report, allowing sales force to strategically target engaged prospects.

Independent Consultant

Mike Goracke

December 2014 – September 2016

- Provided measurement and SEO consulting services to multi-billion-dollar construction company and multi-million-dollar videogame headphone manufacturer.

Interactive Marketing Manager

Mortenson Company

June 2013 – November 2014

- Evangelized web analytics and web strategy across the organization; created company's first online, interactive proposal; managed SEO strategy for viral video viewed 2.5M times; migrated 700 pages from legacy CMS to new Sitecore CMS, launched redesigned website with 1400+ pages.

SEO Specialist (Promoted from Technical Writer)

Open Systems, Inc.

August 2008 – May 2013

- Managed company SEO strategy and created unique and compelling website content.
- As a Technical Writer, created and maintained instructional, technical, and marketing documents, emails, and help systems; developed documentation standards and templates for cross-functional departments.

Counter Intelligence Agent

Geek Squad

April 2003 – April 2012

- Installed hardware and software, as well as resolved hardware and software issues; mastered and comprehended new software and hardware quickly and even on-the-spot; prioritized fixing multiple computers, while simultaneously helped customers.

Technical Writer and Project Manager

LSS Data Systems

March 2007 – August 2008

- Managed online consumer EMR system development; created and edited technical documents; organized QA strategy for usability testing EMR system.

EDUCATION AND CERTIFICATIONS

Minnesota State University, Mankato: *Bachelor of Science, Technical Communication*

December 2006

Certifications: *Google Analytics Individual Qualification, Online Marketing Certified Professional (1773OMCP), Sitecore Marketer, Sitecore Technology Specialist, Sitecore Systems Administrator, Sitecore Security Administrator*

SPEAKING ENGAGEMENTS

Using Data to Guide Business Strategy, Convergence Summit (IABC MN), 2018

Connecting the Data Dots: Data Democratization, Digital Marketing Masterclass (Masterclassing), 2018

Using a Personalization Framework, Educational Session (Minneapolis Sitecore User Group), 2018

Crafting an Actionable Personalization Strategy, MVP Summit (Sitecore), 2018

The Essentials of Sitecore Email Experience Manager, Webinar (Sitecore), 2017

Measuring Success in a Digital World, Digital Marketing Masterclass (Masterclassing), 2017

Marketing Automation and CRM, Educational Session (CRMUG MN), 2017

AWARDS

Sitecore Digital Strategy MVP – 2019 (Sitecore)

Sitecore Digital Strategy MVP – 2018 (Sitecore)

Pinnacle Award, Expertise – 2014 (Mortenson Company)

Pinnacle Award, Ingenuity – 2014 (Mortenson Company)