

MICHELE MUSSATTO

Marketing Manager & Digital Designer

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EDUCATION

B.S. in Graphic Design and Marketing - Western Illinois University - Macomb, IL
Certificate in Web Development, Full Stack - Tallgrass School Coding Bootcamp - Kansas City, MO

SKILLS

- Digital Marketing
- Paid Search & LSA
- SEO & AI Optimization
- Home Services B2C
- Brand Management
- Rebranding
- Lead Generation
- Online Reputation
- Budget Management
- Market Research
- Competitor Analysis
- Marketing Strategy
- Performance Analytics
- Excel Data Analysis
- KPI Report Generation
- TV/Radio Ad Production
- Logo Development
- Graphic Design
- Web Development
- Social Media Marketing
- Email Marketing
- Content Creation
- Service Titan
- Adobe Creative Cloud

EXPERIENCE

Marketing Manager - A+ Plus Service Hawaii - Makawao, HI, Feb 2025 to Present

- Manage website redesign and logo rebrand. Updated site for CRO, SEO and AIO. Increased conversion rate by 83%.
- Generate leads to drive sales using Google Ads, Meta, and Yelp. Increased leads by 220% without increasing spend.
- Manage social media sites and create video content. Increased followers by 35%.

Marketing Manager - Apex Service Partners - Tampa, FL, Apr 2023 to Apr 2025

- Marketing Manager for the Steve's Plumbing & AC brand in Hawaii.
- Increased revenue by 50% by increasing visibility on Google Local Service Ads.
- Maintained positive brand image during acquisition by non-local private equity firm.
- Implemented marketing strategy across media, direct mail, and digital marketing channels.
- Managed marketing budget ensuring optimal allocation of resources. Increased overall ROAS from 3.1 to 4.8.
- Generated leads to drive sales; modified automated marketing weekly to meet capacity and call needs.
- Oversaw paid search and SEO vendors to verify reporting accuracy and effectiveness of campaigns.
- Provided marketing analysis Excel reports of KPIs and ROAS weekly, bi-monthly, monthly and year over year.
- Worked with President and Regional Manager to understand local market dynamics and tailor marketing initiatives.
- Wrote TV and radio scripts, managed production, and ensured adherence to brand vision.
- Supported acquired brand mergers and rebranding with graphic design of print, web, and digital assets.

Marketing Manager - KOA Process - Honolulu, HI, Oct 2021 to Apr 2023

- Managed rebrand from Steve's Plumbing Services to Steve's Plumbing & AC. Increased market share by 90%.
- Lead marketing campaigns to support expansion to the other islands; increased revenue by 110%.
- Implemented Schedule Engine online booking and live chat increasing website conversion by 45%.
- Implemented Hatch marketing automation to speed responses to HomeAdvisor, Angi, and Local Services Ads
- Wrote TV and radio scripts, managed production, and ensured adherence to brand standards.
- Managed Scorpion ad agency digital marketing to verify data accuracy and optimize performance of paid ads.
- Provided comprehensive data analysis Excel reports of KPIs and ROI monthly and year over year.

EXPERIENCE, CONTINUED

Rebrand Strategist/Graphic Designer - Turnpoint Services - Lexington, KY, Oct 2022 to Mar 2024

- Designed new logos, graphic elements and brand standards for Anthony PHCE rebrand.
- Conducted competitor analysis and target market survey to support rebrand design decisions.
- Designed truck wrap, print and digital assets for Anthony PHCE rebrand.
- Designed print and digital assets to support the Cassel, Love, Blake Bros and Accutemp brands.
- Designed logos for the Turnpoint Services leadership team initiatives.

Digital Marketing Manager - Anthony PHCE - Lenexa, KS, Feb 2018 to Sep 2021

- Implemented Google Local Service Ads for the company when it became available in the Kansas City market.
- Leveraged PulseM review generation software to increase Google rating from 4.7 to 4.9.
- Utilized marketing best practice recommendations of Nexstar.
- Directed new website design, transfer and relaunch.
- Set up community engagement events for Anthony Cares and promoted with press releases and media coverage.
- Improved local SEO by increasing ratings and number of reviews on Google, Yelp, Facebook, and BBB.
- Managed marketing budget ensuring optimal allocation of resources and maximized overall ROI.
- Provided marketing data analysis Excel reports of KPIs and ROI monthly and year over year.
- Optimized SEO for website with blog writing, keyword research, metadata and Google Analytics reporting.
- Managed social media organic and paid campaigns and created content, increasing followers from 18k to 20k.
- Designed animated display and video ads and headline copy for Google Ads and Meta campaigns.
- Wrote scripts and storyboards for TV ads and videos, set up lighting and audio, did filming and post production.
- Wrote radio scripts, press releases, blogs, marketing copy, slogans and billboard puns.
- Designed billboards, tradeshow banners, truck wraps, direct mail, brochures, price books and magazines.
- Managed art direction of freelancers including graphic designers, photographers and videographers.
- Managed Wordpress website and Hubspot landing page creation.
- Developed segmented email campaigns in Hubspot to maximize inbox deliverability and sender reputation.
- Managed 3rd party lead generation partnerships with Angi, Yelp, HomeAdvisor, eLocal and Networx.

CERTIFICATIONS

Google Analytics Certification 12/4/2024

Google Ad Search Certification 11/5/2024

VOLUNTEERING

Digital Marketing Specialist - Thrive Alive Festival - Kansas City, KS - Apr 2025 to present

- Create Meta and Google Ad campaigns to increase ticket sales.

Social Media Manager - KC Action for Animals - Kansas City, MO - Aug 2024 to present

- Manage TikTok, Instagram, and Facebook social media profiles and create video content.