

Michael Smith

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WWW: Bold Profile

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WWW: <https://linktr.ee/cassclae>

WWW: <https://cassclae.wixsite.com/my-site-4/portfolio>

Creative and results-driven digital marketing professional with a strong foundation in content creation, branding, and storytelling. Currently pursuing a Master's in Digital Marketing at Full Sail University, leveraging academic expertise to develop data-driven campaigns and immersive experiences. Adept at combining creativity with strategy to drive engagement and growth across various media platforms. Passionate about using innovative digital tools and techniques to help brands connect with audiences and achieve measurable results.

Team Leader experienced in directing activities of workgroups. Develops strategies, provides training, sets goals and obtains team feedback. Excellent interpersonal and communication skills. Big picture focus with excellence in communicating goals and vision to succeed. Problem solver, networker, and consensus builder.

Skills

- SEO proficiency
- Inbound marketing
- Post-production expertise
- Directing experience
- Content marketing
- Marketing strategy
- Competitive analysis
- Community building
- Staging shots
- Editing skills
- Audience engagement
- Email marketing

Education

Master of Science in Digital Marketing Expected in February 2025

Full Sail University, Winter Park, FL

Education Description for Full Sail University (Master's in Digital Marketing)

"Currently pursuing a Master of Science in Digital Marketing at Full Sail University, with an expected graduation in February 2025. My coursework emphasizes advanced strategies in digital consumer behavior, campaign analytics, brand strategy, and social media marketing. Key projects include developing comprehensive marketing strategies for real-world brands, conducting in-depth brand audits, and crafting engaging content marketing campaigns. Through this program, I have honed my skills in SEO, SEM, analytics, and storytelling, preparing me to create impactful digital campaigns that drive results."

Meeting and Event Planning April 2022

TISOH- The International School of Hospitality, Las Vegas, NV

Bachelor of Business Administration (B.B.A.) in Business, Management, Marketing, and Related Support Services January 2017

Los Angeles Film School

Associate of Arts (A.A.) in Film/Cinema/Video Studies January 2015

Los Angeles Film School

Film/Cinema/Video Studies January 2011

The Art Institute of California-Los Angeles, Los Angeles, CA

Work History

Content Creator | Cassius Clae (2020–Present)

Self Employed Web, Remote

January 2020 - Current

- Built a personal brand as “Cassius Clae” to showcase digital marketing expertise and content creation skills.
- Developed a YouTube channel and social media platforms focusing on experiential and creative marketing strategies.

personal security detail team leader

US Army

March 2004 - April 2009

- As a team leader and Sgt
- In the army I served in Baghdad Iraq as a bodyguard for officers

Certifications

- Google Ads Certification – Google.
- Google Analytics Individual Qualification (IQ) - Google.