

# MICHAEL A. PACE

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## Web Design, Marketing & Advertising Creative

Energetic, accomplished creative professional having extensive expertise spanning multiple digital formats with proven success. Accountable and ambitious new media designer who is skilled at identifying and isolating challenges and turning those into great customer experiences. Exceptional marketer who excels in managing change and engaging resources in fast-paced agile environment. Passionate innovator motivated by analytics and performance-driven outcomes.

### AREAS OF STRENGTH AND EXPERTISE

- Digital Strategies
- Website Development
- Brand Stewardship
- Multimedia Designer
- SEO / SEM Optimization
- Technical / Analytical
- Lead Generation
- Visionary Creative
- Team Collaboration
- Creative Problem Solver
- Leadership / Direction
- Project Management

### EXPERIENCE

**MICHAEL PACE DIGITAL**, SELF EMPLOYED

**OWNER | WEB DEVELOPER & DESIGNER, CREATIVE DIRECTOR**

- Creative advertising design and production for Print, Audio/Video, and Web marketing projects for major movie studios, dynamic ad agencies, growing companies, and high level professionals atop diverse industries.
- Enterprise level responsive mobile / tablet / desktop device agnostic websites
- Digital creative strategy, marketing and advertising projects
- Web business development, site management and secure hosting
- An experienced producer of multimedia, broadcast and mobile entertainment from concept to completion
- Custom CMS (Content Management Systems) Adobe, Wordpress, Drupal
- Social media profile / marketing management
- Responsive graphical email, newsletters and blog posts
- HD Video capture / editing / finishing

**SPLUNK INC.** · SAN FRANCISCO, CA

**SR. UX / UI DESIGNER, MARKETING (CONTRACTOR) 2015-2016**

- Create visual designs and user interface design that address business, brand, market, and marketing requirements, including design and production of screen layouts.
- Participate in the strategy for concept development, design ideation, and detailed specification of visual designs for user interfaces of the future and existing innovations, prototypes and mockups.
- Produce design wireframes, user flows and scenarios and design prototypes.

- Work closely with creative services team, product teams, stakeholders of different websites and bring them in alignment.
- Successfully communicate conceptual ideas, design rationale and the specifics of user centered design process.
- Collaborate with marketing department, content producers and management to refine the user experience.
- Work with web marketing specialists and web developers to deliver the final product.

**ON24 Inc.** · SAN FRANCISCO, CA

**WEB DEVELOPER / DESIGNER UX / UI, GLOBAL DIGITAL MARKETING** 2012-2016

- Creatively produced and executed four major website versions for world’s largest webinar provider including customized media-rich content and “mobile first” device-agnostic programming.
- Conceptualize key-art elements to communicate marketing/advertising/promotional materials
- Gather project requirements from stakeholders, create layouts, and work-flow to communicate approach, develop basic screens, wire-frames, story boards for look & feel options to on which to gain approval for production.
- Coordinate internal and external vendor resources to create prototypes thru finish programming
- Research and test to ensure visually impactful pixel-perfect solutions incorporating brand guidelines and engaging calls-to-action supporting lead conversion.
- Revise and update designs per stakeholders, test browser compatibility and modern web standards to ensure quality digital playback via web browser iterations, mobile, social sharing.
- Direct detailed analytic assessments and drive marketing campaigns utilizing performance measurement tools.
- Manage \$120K budget for SEO and programming deliverables including rigorous cost cutting negotiations without hindering production schedules.
- Utilize cutting-edge coding practices to deliver digitally responsive optimized global products.

**OBEDIENT MEDIA, INC.** · VENICE BEACH, CA 2006 - 2010

OWNER | INTERACTIVE CREATIVE DIRECTOR

**EMA MULTIMEDIA, INC.** · LOS ANGELES, CA 1991 - 2005

Founder | CEO | Senior Creative Director — Digitally delivered 400+ interactive home video projects for major movie studios: Columbia TriStar SONY, Sony Wonder, SONY Playstation, Pioneer, HBO Home Video, New Line Cinema, Universal Home Video, Fox Home Video, MGM Home Video and Warner Home Video. Digital delivering interactive on-screen menuing, motion menus, games, video special features, and value added materials such as the first disc to web collaboration.

## EDUCATION

**Associate in Arts, Business/Communications** · UCLA · Los Angeles, CA  
**General Studies** · Santa Monica Community College · Santa Monica, CA

## TECHNICAL PROFICIENCIES

**Tools of the trade / Applications:** Adobe Creative Cloud Suite: Dreamweaver, Illustrator, Photoshop, Contribute, Final Cut Pro, Premiere, After Effects, MS Office, WordPress, Drupal, Revvim, Google Tag Manager, Google Analytics, Bing/Google Webmaster Tools, HTML, CSS, LeSS, some Php, jQuery, and Java script

**Marketing automation:** Salesforce, Marketo, Eloqua

## CERTIFICATIONS & AWARDS

### **Google Analytics Platform Principals Certification**

#### **Sony DVD Pro Discus Award for Creative Excellence:**

Best Packaging and Best Educational "From the Earth to the Moon" HBO DVD Collection

#### **People's Choice Award** – New Line Cinema's Platinum DVD Collection:

"Austin Powers: International Man of Mystery"

**A/V Multimedia Magazine:** "Top 100 Producers"

## HOBBIES

Drone Flying / Aerial Videography / Digital Trends / Dogs

Something you might here me say: *"The login and sign up links should be moved to the top right corner."*