



# Michael Bainbridge

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## Profile

I have an entrepreneurial mind and bring fresh and innovative ideas to the table. In 2011, I helped start AHA!Videos GmbH, an industry leader in the the Euro/German explainer video arena. Again, in 2015, I help found AHA Factory GmbH, which offers an expanded range of off- and online marketing solutions. Since their conception, I have been deeply involved in company growth and establishing sales and marketing strategies. The toolset I have acquired is vast, specifically the ability to build, implement and manage marketing strategies which measure relevant KPIs. I have helped established business relationships with many companies throughout Europe.

## Experience

**Marketing Operations Director**, AHA Factory GmbH; Weil am Rhein, Germany –  
Aug 2015-Present

- Lead international team of 11 to build proven online marketing strategies and systems which measure business relevant KPIs and maximise ROI
- Manage marketing projects and budgets
- Responsible for attaining HubSpot Agency Partner status
- Plan, implement and optimise all aspects of online marketing campaigns, both alone and within a team; including landing page design and programming, copy optimisation, keyword research analysis, reporting & analytics, content audits, and more.
- Coordinate internal and external teams to reach project goals on time and within budget
- Consult companies on how to best attract visitors, convert leads and nurture leads through their buyer's journey to close more deals (aka. the Inbound Marketing Methodology)
- Help clients set specific, measurable, attainable, realistic and time-bound goals
- Create strategic marketing proposals and implement marketing action plans
- Gather and measure online reports and analytics to confirm, refine or course correct online marketing strategies
- Implement social media strategies that tie into larger marketing campaigns and goals
- Develop and refine company wide processes and daily operations
- Developed strategies to increase AHA Factory's online/website lead generation, resulting in an 80% increase within 3 month period
- Developed and implemented marketing strategies, i.e. increased web visits by 59% and leads by over 5000% within one month for a pasture fencing repair client

**OPERATIONAL LEAD**, AHA!Videos GmbH; Weil am Rhein, Germany – Jan 2015-Aug 2015

- Create business plan and strategies to successfully introduce AHA Factory GmbH to market
- Advance plan to create short and long term financial security
- Implement strategies to switch from project-based to retainer-based revenue
- Work with owner to improve company organisation and sales strategies, leading to a revenue increase off nearly 50% within one month
- Identified and cut monthly spending by 4%
- Developed and introduce controlling measures company-wide
- Work with department heads to set goals and create plans to achieve them
- Develop terms and conditions for new products

**Creative Director**, AHA!Videos GmbH; Weil am Rhein, Germany – 2011-Aug 2015

- Identified gap in marketing arena in Euro-German market and developed product to fill it
- Write scripts and marketing texts that explain complex products and/or services in an understandable way. Scripts topic include: global pricing and market access for Roche, market access plan for a new cancer immunotherapy drug for Roche, production and warehouse safety measures for DSM, SEPA mandate for Deutsche Bank, central accounting and net settlement services for the global (re)insurance market for Deutsche Bank.
- Build and execute concepts (style, look, feel) for videos that meet the needs of the market
- Develop storyboard processes for easy interaction between creative and business minds
- Coordinate production team in completing animations on time and under budget
- Aid clients in identifying core elements of their product or service which brings the greatest value to their target market
- Build healthy, collaborative work environment that increases results and promotes creativity
- Develop one and two week internship strategy to give young student opportunities to explore and learn work life in a creative firm
- Adhere to strict corporate guidelines of companies including Deutsche Bank, Roche, Bilfinger, Re/Max, and many more
- Improve terms and conditions for existing products and services

**Consulting Multi-Media Designer**, HDC Associates; Canterbury, England – 2010-2011

- Logo development and design for the CSER initiative for Brakes Group, the leading supplier to the foodservice sector in the UK, Ireland, France, and Sweden.
- Implement design and content changes for pragmatic internal communications at Brakes Group
- Brand development and design for Passive Fire Direct (fire retardants)
- Conceptualise, design and program online shops for clients
- Catalog design and layout of the extensive product selections

**Mac Specialist**, Apple, Inc.; Cincinnati, Ohio – 2008-2010

- Aid customers with finding the complete solution for their computing needs
- Build and maintain good customer relations

**Graphic Designer for Student Relations**, Cincinnati Christian University; Cincinnati, OH – 2007-2008

- Development and branding for yearly campus-wide events
- Lead and support team in design concepts

Education

**Cincinnati State Technical College**; Cincinnati, Ohio USA

- Associates of Applied Science in Graphic Design, 2007-2010
- Summa cum Laude

**Cincinnati Christian University**; Cincinnati, Ohio USA

- Bachelor of Science in Biblical Studies, 2006-2009

**Castle High School**; Newburgh, Indiana USA

- Academic Honours, 2002-2006

## Competencies

### Technical

- Writing
- Public Speaking  
*(1st runner up in university speaking contest)*
- Inbound Marketing Certified
- In-depth knowledge of:
  - Adobe CC (Photoshop, Illustrator, InDesign, etc.)
  - HTML5 and CSS3
  - Google Analytics
  - Content Management Systems
- Proficient in Windows and Mac OS
- Proficient with Microsoft Office and Apple iWork
- Client consulting and customer service

### Self

- Open to new ideas/opportunities
- Readiness to learn
- Team-oriented
- Communicative
- Engaging
- Adapts quickly to change

### Methodological

- Problem solver
- Self-motivated & self-improving
- Able to analyse, understand and communicate complex topics
- Quality-conscious
- Structured planning and implementation
- Service-oriented

### Social

- Confident in own opinions & decisions
- Accepts and takes responsibility
- Assertive
- Directly addresses concerns
- Responds appropriately to criticism
- Active cognition and listener
- Creates Win, Win situations

### Language

- English (mother tongue)
- German (B2 Certificate)