

Michael Gorecki

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New York, NY

EXPERIENCE

Growth Marketing Manager & Author Relations Lead

LIT Videobooks | New York | August 2022 - September 2023

- **Author relations:** Spearheaded and directed all marketing initiatives in collaboration with over 30 bestselling authors, including notable figures such as Kim Scott, Dan Ariely, Jim McKelvey, and Joel Peterson. This involved social media, paid advertising, podcasts, speaking engagements, email marketing, B2B opportunities, and more.
- **Product management:** Launched 20+ films; lead all pre-launch, launch, and post-launch marketing initiatives. Launched a subscription service and grew subscribers on average by more than 50% MoM in the first 3 quarters. Launch an iOS app which was featured multiple times in the “Best of” categories in the Apple App Store.
- **Lifecycle & retention marketing:** Created and managed all email marketing campaigns.
- **Data analysis:** optimized campaigns across multiple channels, including paid social, email marketing, in-app marketing, and other acquisition channels.

Lead Account Manager

In Good Light | January 2022 - August 2022

- **Email & SMS marketing:**
 - Built email & SMS marketing calendars for 8-10 DTC brands.
 - Implemented and optimized lifecycle flows for email & SMS.
 - Managed communication between clients and internal team (designers, copywriters, etc.).

Director of Brand Marketing

que | Emeryville, CA | January 2020 - December 2021

- **Marketing strategy:** Developed and oversaw all marketing campaigns across email, social media, paid ads, and partnerships.
- **Product launch:** Launched 2x products to market; created pre-launch, launch, and post-launch strategies.
- **Email & SMS marketing:** Managed all email & SMS marketing channels. In the first year, increased revenue from email marketing by 67%.
- **Creative direction:** Led creative direction for all marketing campaigns. Conceptualized and executed creative for email, paid ads, social media, partnerships, and more.
- **Partnership development:** Established partnerships with brands such as Virgin, Cariuma, Supergoop, Necessaire, and Showfields NY.
- **Paid advertising:** Created content and managed paid campaigns on Meta and TikTok.

Brand Specialist

que | Emeryville, CA | March 2019 - January 2020

Associate Account Manager

af&co consulting & carbonate | San Francisco, CA | Sept. 2018 - March 2019

- **Marketing strategy:** Created and executed 90 day marketing plans for clients, encompassing email marketing, social media management, partnerships, and influencer outreach.
- **Brand launch:** Developed and launched 6 restaurants and 3 hotels.
- **Market trend analysis:** Produced yearly industry Trend Report that was featured in the New York Times, WSJ, and CNN.

For more experience: <https://www.linkedin.com/in/gorecki-michael>