

MICHAEL CHARLES DEMPSEY

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"Driving Robust Strategies to Advance Revenue Growth & Build Profitable & Lasting Client Partnerships."

Strategic, results-driven leader with a demonstrated history of generating optimal outcomes in sales, profitability, and overall customer experience to meet targets and actualize client and organizational objectives. Well-versed in operations, business development, account management, and IT project delivery. Esteemed for developing high-energy teams, forging trusted partnerships, and growing business opportunities within new and existing accounts, resulting in high sales performance. Poised to manage \$MM+ accounts and projects, with experience in various client verticals and B2B and B2C engagements. Able to work with diverse clients (e.g., Global Fortune 500) and professionals at all levels of the organization, including top-level executives.

AREAS OF EXPERTISE

Business Development | Account Management | Sales, Marketing & Advertising | Operations Management | (IT) Project Management | Market Research | Needs Identification & Analysis | Consulting | Strategic Planning | Customer Service, Satisfaction & Retention | Relationship-Building | Servant Leadership | Team Development | Cross-functional Collaboration | Active Listening | Strong Communication, Presentation, Persuasion & Negotiation Skills | Problem-Solving | Decision-Making

SOME CAREER HIGHLIGHTS

- (1)** Oversaw the end-to-end implementation of a restful API to integrate the Maritz Partner Perks Program to ACDelco's Oracle account database, successfully launching a national marketing initiative to provide and track rewards points for ACDelco's **30K+** professional service centers and warehouse distributors. **(2)** Created the social media department at Thread Marketing Group when ACDelco no longer wanted to use Leo Burnett for social media marketing; the department went on to do social media for ACDelco, DANA, Jeep Fest, TARTA, Timbermill Vinyl Siding, etc. **(3)** Led the upgrade and maintenance of the General Motors Oracle Accounts Payable system - eDACOR, with this mission-critical system seamlessly importing **100K+** new records nightly; retained **3 years of records** per GM's Information Life Cycle Management Program, growing the database to **20+** terabytes of records and images. **(4)** Headed the overall implementation of a custom image and document management system for Marathon Oil, storing **100+ years** of historical images, documents, and all future assets. **(5)** Wrote SOWs and successfully negotiated \$MM+ contracts with General Motors World Wide Purchasing Group.

PROFESSIONAL EXPERIENCE

Vin Devers Autohaus of Sylvania ♦ Sylvania, OH

Certified Luxury Automotive Sales & Leasing Consultant

04/2022 - Present

- Fulfill duties as a certified luxury auto sales and leasing consultant to increase client opportunities, delivering compelling value propositions to customers who wish to purchase or lease Mercedes-Benz, Audi, Sprinter Commercial Vans, and more.
- Operate various tools and platforms to perform daily activities, including Access Audi, Netstar, Tekion, Drive Centric, Covideo, Inventory Plus, and Cox Automotive applications, showcasing the ability to smoothly navigate different technologies.
- Drive optimal customer satisfaction through the provision of outstanding customer service and a premium VIP experience, skillfully accommodating varied client needs and upselling protection plans, warranties, and other automotive products.

COVID-19 ♦ Sylvania, OH

Caregiver

11/2020 - 03/2022

- Cared for and attended to the needs of my 95-year-old mother and 10-year-old son with ADHD during COVID-19 pandemic.
- Provided hands-on assistance to keep son on track with education, considering the necessary transition to remote learning.

Thread Marketing Group ♦ Toledo, OH

Senior Vice President - Communications Technology

02/2013 - 10/2020

- Commanded cross-functional teams of digital marketing experts (~40 personnel) globally, with specialties in departments including programming, IT, SEO and SEM, social media, marketing automation, digital marketing, and digital advertising.
- Fostered collaborative relations with Fortune 500 clients to plan and drive digital marketing campaigns while leveraging management and technical expertise to personally direct the implementation of custom mission-critical web applications.
- Served as the organization's lead digital strategist, expertly handling the agency's largest accounts, including General Motors, ACDelco, Chevy Performance Division, Marathon Petroleum, and The Toledo Clinic, while working hand-in-hand with Leo Burnett Detroit, Digitas, iProspect, and Maritz Corporation to collaboratively work on the aforementioned accounts.

Key Highlights:

- **CAARY Award Winner** for ACDelco's Social Media Centennial Celebration Campaign and Global Digital Marketing Campaign (Highest Award for Outstanding Performance & Excellence); **ADDY Award Winner** for Chevy Performance Division Website.
- Asian Pacific Automotive Aftermarket Conference (APAC) **Speaker** in Melbourne, AU - Integrated Digital Marketing Solutions.
- Other Notable Speaking Engagements: **WTOL Channel 11 Guest Speaker** on Bitcoin and the Blockchain, **Rotary Guest Speaker** on Bitcoin and the Blockchain, and **WTOL Channel 11 Guest Speaker** on Mobile Device Security and Privacy.
- Headed the consolidation of the network infrastructure into secure private clouds, considerably reducing IT costs by **60%**.
- Restructured IT and programming departments while managing and growing a million-dollar account with General Motors.

Thread Marketing Group ♦ Toledo, OH**Vice President - Technology****12/2008 - 01/2013**

- Superintended the IT department, taking prime responsibility for functions including, but not limited to, the management of programmers and web project managers, social media staff, digital media buys, I.T. services, and SEO and SEM services.
- Exercised negotiation skills, remarkably growing the customer base and yearly revenue by creating profitable client solutions.
- Led numerous projects that involved mission-critical web applications and enterprise-class IT and custom software solutions.
- Consulted with Fortune 500 clients to support and track their digital marketing campaigns while managing agency accounts for these brands: General Motors, ACDelco, NAMSA, The Toledo Port Authority, Dana, and Chevrolet Performance Division.
- Handled other campaign-related activities to ensure seamless execution, such as budgets, deadlines, and deliverables.

EARLIER WORK EXPERIENCE**Thread Marketing Group ♦ Toledo, OH****Senior Account Executive****10/2001 - 11/2008**

- Carried out duties as the agency's leading sales and marketing executive and was accountable for the company's largest and most technical digital accounts, diligently helping clients achieve digital marketing goals while exceeding client expectations.
- Secured lucrative client contracts, contributing to an increased client base and revenue growth; structured timelines, cost estimates, proposals, and presentations and enhanced client service and retention through customer-centric methodologies.

Thread Marketing Group ♦ Toledo, OH**Director of New Media****02/1995 - 09/2001**

- Established and governed the organization's first digital services department, encompassing technical areas like web design, web hosting, custom programming services, scanning, imaging, compact disk duplication, and compact disc programming.
- Grew the department 6 months into the designation, from a few people working the first shift to **30** working **3** shifts in Ohio and Michigan; made the department profitable within the first year, with significant YOY growth in the following years.

EDUCATION**Bachelor of Science (BS), Visual Communication Technology**, 1997, Bowling Green State University | Bowling Green, OH**Photography**, 1994, Colorado Institute of Art | Denver, CO**Marketing**, 1992-1993, University of Toledo | Toledo, OH**COMMUNITY INVOLVEMENT**

Toledo Humane Society, United Negro College Fund, Speaker (Blockchain & Crypto), United Way Lock Up, Cherry Street Mission

TECHNICAL PROFICIENCIES

Microsoft Office Suite, Adobe Creative Suite, Hubspot, Hootsuite, Adobe Marketo, Google Analytics, Google Adwords, Microsoft Advertising, SEO/SEM, Heatmaps, WordPress, Cold Fusion, API integrations, VPN, IP Security Tunnels, Custom Web Software Project Planning and Oversight, Project Management Software (e.g., Jira, Basecamp), Legacy Database & Mainframe Migrations, GitHub, Oracle, Microsoft SQL, AWS, Azure, Windows Server, Microsoft IIS, LAMP, LIMP, Network Architecture, SentinelOne, Team Viewer, Tekion, DriveCentric, Covideo, Cox Automotive, Acrobat, Skype, Teams, Zoom, SharePoint, MS Dynamics, SAP, Slack, Dropbox, Canva, Grammarly, Chat GPT, Copilot, OpenAI, SaaS, HIPPA, SOX, Constant Contact, Zendesk, Creating ADRPs, Creating SOP & SOW, Writing Detailed Technical Proposals, Hardware & Software Troubleshooting