

# MICHAEL COLLETTO

## CURRENT ROLE

### **Director of Strategy & Content**

MIGHTY IN THE MIDWEST: a digital design and development company  
Grand Rapids, Michigan (04/13–present)

I lead the agency as a strategist, including research and planning, user experience design, testing, measurement, and optimization for websites, apps, and digital experiences. Hired first as a content strategist and UX copywriter, I introduced content-first and user-centered design thinking into our projects and processes. As director, I help clients solve business problems from their customers' perspective and remove barriers to my team's growth and success. My responsibilities include:

- Guide the work of researchers, strategists, and designers to gain an intimate understanding of the client's brand, business objectives, and audiences.
- Conduct and gather qualitative and quantitative research, organize information, and glean insights to guide the overall strategy. Distill findings to identify opportunities, anticipate risks, and devise ways to navigate them both.
- Develop the strategic foundation for client and project success through research summaries, journey maps, user flows, information architecture, content outlines, wireframes, prototypes, creative briefs, and recommendations.
- Architect solutions and present ideas and work to teammates, clients, and users. Collect and respond to feedback to improve the end result.
- Build and maintain consensus among client stakeholders and project team members to keep everyone moving in the same direction. Champion business objectives, user needs, and human-centered design principles through all phases of work.
- Organize information in ways that make sense to both people and machines. Craft structures, content, and UX microcopy that is meaningful and precise.
- Design standards to help clients create and maintain effective content, including verbal branding guidelines and content governance plans.
- Set goals and design measurement strategies. Configure analytics and feedback tools to track user behavior and gather actionable data.
- Monitor and measure outcomes to identify opportunities for improvement. Write reports and consult with clients to guide the optimization of sites, apps, and digital products.
- Work with account managers to generate and close new business opportunities with key clients, based on industry trends and strategic insights.
- Help develop and execute the company's strategic plans, advising our Principal Director on company vision, growth, hiring, culture, services, positioning, policies, and more.

## PREVIOUS EXPERIENCE

### **Marketing Project Manager (Contractor)**

BETHANY CHRISTIAN SERVICES: the nation's largest adoption agency and family services organization  
Grand Rapids, Michigan (10/12–04/13)

- As the strategic marketing advisor for 11 branch offices in 16 states, I tracked, analyzed, and reported on campaign performance to inform recommendations and next steps. I used insights to develop marketing plans and guide the efforts of writers, designers, and developers to execute projects and campaigns for digital, print, radio, events, and more.

### **Director of Communications**

THE FREEDOM STORY: a nonprofit preventing child trafficking & exploitation  
Chiang Rai, Thailand & remote (01/10–04/13)

- I brought strategic and tactical leadership to all communication efforts. They were a young nonprofit trying to address a problem no one wanted to talk about (child exploitation) in a way no one really understood then (prevention). I moved to Thailand to learn about the people and issues firsthand, using personal and observed experience to connect the stories on the ground to donors and potential donors in the U.S. As part of an international team, I developed the brand messaging and created marketing and fundraising strategies from scratch. I secured sponsorships from Box and Salesforce, landed multi-year partnerships with GlobalGiving and Nike's "The Girl Effect" campaign, designed a new website and donation system, and grew a donor base that sustains the organization to this day.

### **Senior Copywriter, Editor & Brand Strategist (Contractor)**

DOT&CROSS: a creative studio specializing in integrated media production  
Grand Rapids, Michigan (07/09–12/09)

- I led product development and digital experience projects from a content perspective, including writing and editing video scripts, product packaging, books, and digital content.

### **Senior Copywriter, Editor & Content Strategist (Contractor)**

HEY JOSH, LLC: an integrated media platform for award-winning youth speaker and teen expert Josh Shipp  
Grand Rapids, Michigan (07/09–02/10)

- As part of the team that guided brand development and strategy for Josh, I collaborated with designers, developers, video producers, and other writers to launch several major projects. In less than 6 months, I'd launched a website, created and released a multimedia product, and ghostwritten a bestselling book—all while writing weekly video scripts, writing for and managing 2 websites and blogs, and managing a community forum.

### **Public Relations Strategist**

TWR: an international nonprofit reaching more than 160 countries in more than 225 languages  
Bratislava, Slovakia (01/09–11/09)

- Tasked with evaluating TWR’s global brand and regional marketing strategies across print and digital channels, I listened carefully to recommend and develop new strategies, campaigns, and improvements. During this time I also produced, wrote, and directed 3 short documentary films across Eastern Europe with a small international crew.

### **Web Copywriter**

QVC: an international multichannel retailer  
West Chester, Pennsylvania (01/07–01/09)

- During a major global rebranding effort and ecommerce website overhaul, I wrote persuasive web copy in collaboration with design, development, merchandising, and marketing teams to translate business requirements into effective digital strategies.

## **EDUCATION**

### **Bachelor of Arts Comprehensive Communication Studies**

CEDARVILLE UNIVERSITY: Cedarville, Ohio // *summa cum laude* // *minors in Psychology and Philosophy*

## **TECHNICAL PROFICIENCIES**

I’m proficient with Google Marketing Platform; I’m Google Analytics certified and an advanced user of Tag Manager, Optimize, and Data Studio. I use other UX research, digital analytics, and optimization tools like Hotjar, Optimal Workshop, and UserTesting.com. I’ll often use Google Sheets, Airtable, and Google Draw to organize research and model insights, and build prototypes using Balsamiq or InVision. I’m familiar with a host of digital tools, technologies, and services and enjoy learning new ones. Still, sometimes nothing beats pen and paper, a whiteboard, and Post-Its.

## **PERSONAL STRENGTHS**

### **Enneagram Type System**

I’m a One with a Two wing. The One is commonly known as The Reformer or The Advocate. We tend to be people of high standards and practical action. I’m driven by a strong gut sense of right and wrong, observant empathy, and a restless desire to make the world better for other people. I grasp the big picture and keep a close eye on the details. This makes me good at identifying and solving problems, simplifying the complex, and rallying people toward what’s best for everyone.

### **Gallup CliftonStrengths Assessment**

My “top 5” strengths are Strategic, Learner, Input, Intellection, and Belief.