

Michael B. Hahn

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Digital Marketing Manager

Building Relationships & Engagement to Drive Results

Over 20 years experience in designing, managing, and maintaining large web communities while building user growth and brand visibility for online organizations. Highly competitive, passionate, persuasive and articulate, able to achieve results. I am experienced in **viral & social media marketing including organic and paid marketing, content creation, community relations, event management, partnership building, achieving attainable goals, web production, digital marketing, and web development.**

Demonstrated success record in:

- **Branding, managing, and creating** engaging content video and graphics to build awareness
- **Building** new campaigns with a consistent focus on branding and consistent messaging.
- Hosted, **branded and facilitated large-scale contests/events** for businesses to increase product sales, exposure, customer satisfaction, and retention online.
- **Recruiting, managing & motivating staff** to meet customer service goals and standards.
- **Demand and Lead Generation** -Use various proven forms of online marketing and techniques to generate leads and interaction to gain customers.
- **Social Media Engagement Professional** by creating successful **paid and organic** campaigns for Twitter, Instagram, Reddit, YouTube, and Facebook pages with brands for listening, content creation, and building relationships in B2C and B2B environments.
- **Identify, Manage, and Create Relationships** with community influencers, advocates, and customers that align with the goals of brand
- **Monitor and Respond** to customer inquiries in a timely manner to ensure customer satisfaction
- **Marketing Analytics** – Using Google Analytics and other methods/metrics to determine measurements of successful campaigns and growth
- Used **Hashtag Research** for current and widely used hashtags to promote the appropriate content
- Keeping up to date with the latest social media tools and industry trends in social media

CORE COMPETENCIES

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|--------------------------------|--------------------------|------------------------|
| • Social Media Tools/Hootsuite | • Social Media Reporting | • Discord |
| • Email Marketing/Mail Chimp | • Project Management | • Dotnetnuke/WordPress |
| • Event Marketing | • Web Producer | • Google Analytics |
| • Canva | • Sony Vegas | • Web Development |

PROFESSIONAL EXPERIENCE

Mbhahn.com, Philadelphia, PA

2008 – 2013 & 2022-Present

Owner, Freelance Digital Marketing including Social Media and Community Management

- **Featured in the Wall Street Journal for Social Media**
- YouTube Video Making and Twitch Streaming (2022 to Present)
- Discord Channel moderation, management, and setup.
- Written over 80 articles covering Social Media, Community Management, Customer Service, and Gaming Industry topics
- Authored Guest posts and a featured contributor on MyCmgr.com and Social Media Today
- Ranked Top 100 Community Manager on Twitter by Little Bird Media 2014
- Ranked Top 500 Community Manager on Twitter by Little Bird Media 2013
- In the Top 97% of Social Media Influence according to Klout
- Top 1% Influencer in Social Media according to Kred
- Linked In Community Group Owner of Dispatchers: All Types – 6000 Members+
- Voted Community Manager of the Day at MyCmgr.com October 2012
- Participated and hosted Twitter chats around Community Management on Twitter
- Frequent Guest on CMGR Hangouts (a round-table) on Google and YouTube on Fridays

Quarter Onion Games/Cat Banana Studios

2013–March 2022

Digital Marketing Manager, Web Producer and Programmer

- Launched, managed, and marketed a video game on Steam called Emberlight.
- Identify Influencers and advocates such as Streamers and Media Members to promote Emberlight
- Managed Social Channels (Twitter, YouTube, Google Plus, Facebook, Instagram, Steam and Indie Db)
- Implemented Paid and organic advertising campaigns on social networks to increase sales and awareness.
- Website Management with WordPress
- Press Release writing and other PR to provide consistent message across channels
- Executed Community Strategies, Organic Campaigns and Content Marketing including newsletters to reach a wider audience.
- Community Outreach and Support
- Implemented Paid Marketing Campaigns on Facebook, Twitter, Reddit, YouTube, and Google Adwords
- Created Google Analytic Goals and Reports
- Guest Panelist at Wizard World Philadelphia in June 2016 on Video Games.

SocialMediafy

Feb 2016 – Jan 2017

Digital Marketing Manager

(Clients - Dome9 and Batch.ly)

- Created and implemented a plan and strategies for Social Media Management across all channels.
- Created **paid and organic marketing campaigns** around live industry events on Cloud Security, AWS, and Cloud Automation at (RSAC, AWS Summits, InfoSec Europe, and AWS re Invent)
- Live tweeted live keynote sessions for industry events.
- Increased social media followers on Twitter from 450 to 2100 in 3 months for Batch.ly.
- Created and implemented a content calendar to build brand awareness and increase engagement across all platforms.
- Experienced using a marketing ad budget to deliver targeted results on Twitter.
- Created reports with external tools like Twitonomy, Hootsuite, Tweet Reach, and Google Analytics.
- Utilized Canva to create images for Twitter, LinkedIn, and Facebook for optimal engagement

2050 Events

April 2015 – June 2015

Social Media Manager

- Created and implemented plans and strategies for Social Media Management.
- Promoted the guests and stars on social media channels
- Created, Adjusted, and Managed Social Media Channels (Twitter, Google Plus, Facebook, and Instagram)
- Website Management with WordPress
- Google Analytics Integration
- Created Managed newsletter campaigns with Mail Chimp

Game Trust, New York, New York

2002 –

2007

Founder, Gaming Consultant, Community Manager, and Customer Service Manager

- Provided cost analysis and research of new technologies.
 1. Provided key design concepts and documentation for Game Frame Software.
 2. Researched formulas and rating systems.
- Provided Q&A on new releases in games and software.
- Designed, implemented, and managed community and tournaments
 1. Researched and wrote user code of conduct and policies.
 2. Reorganized and rewrote Tournament Administration Handbook for Administrators.
 3. Drafted protection agreements for volunteers.
 4. Programmed the Tournament System website in ASP NET
 1. Used by Game Trust on Miniclip.com and Skilliards.com communities.

- Community Management
 1. Administered Monitored game lobbies
 2. Provide customer service in game lobbies, games and forums.
 3. Recruited, trained and staffed volunteers for tournaments and lobbies moderation.
 4. Managed Skillfire.com – A PC cash gaming site for games of skill.
- Tournament Management
 1. Hosted tournaments in games of skill.

Clan World Network (CWN), Philadelphia, PA

1998 – 2007

One of the first and most successful leagues, ladder and tournament site geared toward clans and players in PC gaming.

Owner and Producer, 04/98 to 12/07

- Over half million teams and players registered
- Sold advertising/sponsorships programs to businesses.
 - Created media kits with web stats
- Managed and trained over 80+ volunteers in leagues, ladders and tournaments.
- Branded and marketed tournaments.
- Designed, created and hosted online tournaments and events.
- Created, organized, and managed the community.
- Built and managed leagues, tournaments, and ladders.
- Built and moderated the forum community.
- Created multiple support procedure documents to train volunteers.
- Planned and Hosted LAN parties in Orlando and Kansas City
- Created Free Email service for players. (Over 10,000 registered accounts)
- Created TopClanSites for team websites. A referral top site list tracker for sites.
- Established Partnerships with WON.net, Ubisoft, Microsoft, D-Link, GameSpy
- Hosted many large scale online tournaments with over 500 players/teams.
- Attended E3 on 3 different occasions to represent the organization.

Microsoft Gaming Zone

1998 – 2000

Systems Operator and Tournament Host

- Provided tech support and customer service for online game lobbies and channels.
- Provided enforcement of Code of Conduct and Terms of Service.
- Moderated game lobbies
- Hosted Tournaments
 - First retail Tournament Host for Microsoft.

EDUCATION

Computer Business Programming & Culinary Arts,
Community College of Philadelphia