

# Michael Weiss

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## Transformative Leader at the Intersection of Strategy, Storytelling & Execution

Visionary and versatile leader with 20+ years of experience at the intersection of strategy, creativity, and execution. Proven track record of helping agencies, tech companies, and mission-driven organizations define their voice, differentiate their offerings, and deliver measurable growth. Adept at building and leading high-performing teams, translating complex ideas into clear narratives, and aligning stakeholders around actionable strategies. Equally comfortable in the boardroom and the brainstorm—valued as both the adult in the room and the spark that ignites big ideas.

### EXPERTISE:

- Content Strategy & Operations
- Sales Enablement Content
- Cross-Functional Leadership
- Brand Development
- Storytelling
- Growth

### EXPERIENCE:

#### **Figure18** – Los Angeles, CA (Hybrid)

2011-Present

Digital consulting firm specializing in content strategy, brand storytelling, and executive coaching for creative agencies, tech firms, and mission-driven organizations.

##### **Managing Director**

Led content initiatives, marketing strategy, and storytelling for agencies and enterprise clients. Developed scalable messaging platforms, led M&A strategy, and coached executives on communication and presentation skills.

- Created content strategies for agencies and brands including Creative Circle, Content Marketing Institute, Life Technologies, iXL Cleaning, and Invensys.
- Led messaging and content strategy for mission-driven campaigns from The ACLU, SPLC, Reeve Foundation, and First 5 LA.
- Designed and led “Presentation Elevation” workshops, coaching 300+ professionals and C-suite leaders on pitching, storytelling, and high-stakes communication.
- Acted as a fractional head of content for several in-house teams, building frameworks for content operations, thought leadership, and editorial voice.

#### **MEDL Mobile** – Irvine, CA (Hybrid)

2023-2025

An 18-year-old boutique custom software agency focused on mobile and web apps for companies such as Toyota, Disney, Goodwill, and NASM

##### **SVP, Sales and Marketing**

Led content-driven marketing and brand strategy for North American growth. Oversaw all marketing and sales efforts with a focus on content strategy, storytelling, and demand generation. Reported to the CEO and led a nimble team to modernize the brand and scale outreach.

- Built and implemented a company-wide content marketing strategy, boosting LinkedIn engagement and followers by 23%.
- Redefined audience segmentation and email content, improving open rates by 10% and unlocking new market segments.
- Led creative development for integrated campaigns, aligning content with buyer journeys and sales enablement.
- Established a strategic content process to support brand visibility, lead generation, and performance tracking.

#### **Creative Circle** – Los Angeles, CA (Hybrid)

2016-2023

Creative and digital staffing agency with expertise in marketing, creative production, and in-house studio staffing. 18,000 candidates placed each year across North America. Only creative solution in the ASGN family of companies (Stock: ASGN)

##### **VP, Marketing & Managed Services**

Led content and engagement strategy to drive growth, scale operations, and deepen enterprise relationships. Reported to the President and led a marketing team of 5, managing a \$2M budget and overseeing brand, content, and enablement strategy across North America. Directed a 150-person sales team and partnered with C-suite clients including Amazon, Accenture, and LiveNation.

- Launched and scaled an internal content studio, growing revenue 28x in 3 years and supporting 30+ accounts with on-demand content, creative, and messaging strategy.
- Designed and executed a digital-first sales enablement program, driving 39% YoY revenue growth through content-led training for 200+ team members.
- Led audience engagement and demand generation strategy, achieving an 80% increase in talent leads and a 143% spike in applicants within six months.
- Drove content efficiency and ROI across 40 markets, delivering a 6x return on lead generation efforts while maintaining brand consistency at scale.

**Guitar Center – Westlake Village, CA (On-Site)**

2013-2014

An American musical instrument e-tailer and retailer chain headquartered in Westlake Village, California. It operates 304 locations and is the largest company of its kind in the United States (Privately-held). Musician's Friend revenue topped \$200m the last year worked there.

**VP, Marketing | Musicians Friend**

Reported to the President and oversaw a team of 20 direct reports and cross-functional staff to manage a multi-million-dollar multichannel strategy for Musicians Friend. Led strategy and execution across SEO, PPC, Affiliates, Marketplaces, Email, Catalog, Content, Print, Video, Social.

- Reversed 2-year decline in sales through channel innovations – growing revenue 57% - focused on high-value instruments and boosted sales 66%.
- Implemented content marketing strategy and drove attributed sales with online and video content, resulting in \$10M in incremental revenue across 10K products (+35% in conversion).

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**EDUCATION:**

MA, Loyola Marymount University

BA, Boston University

**AWARDS & ACCOLADES:**

- Webby: Southern Poverty Law Center, *Teaching Tolerance*
- Davey Awards: Hollywood.com, Technicolor, Fuller Theological Seminary

**THOUGHT-LEADERSHIP:**

- Speaker, TEDx, "A Special Opportunity," "Moments of Note," "Stop Letting Your Thumbs Do All the Talking"
- Author, "Presentation Skills: Educate, Inspire, and Engage Your Audience"
- Author, "Herding Cats: A Strategic Approach to Social Media Marketing"