

# 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. Success in 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:

- Customer Experience
- Client Presentations
- Content Strategy
- Cross-Functional Leadership
- Storytelling
- Growth Marketing

### EXPERIENCE:

**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**

Responsible for all sales and marketing initiatives across the company. Reported to the CEO and managed a small strike team to reignite the brand and scale efforts across North America. Developed strategy and creative development for all inbound and outbound sales and marketing campaigns.

- Identified new target audiences and created new campaign process that opened up new markets and improved sales funnel by 10%.
- Developed content marketing strategy, guiding new process for execution and measurement, resulting in a 23% increase on LinkedIn followers and engagement.

**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 Symbol: ASGN)

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

Reported to the President while managing a team of 5 and a \$2M marketing budget. Directed sales team of 150, across all verticals for 500 clients across North America, engaged with c-level clients including Amazon (AWS, Fresh, Devices), Accenture, Honeywell, and LiveNation.

- Directed the launch of in-house studio/agency, growing revenue 28x in 3 years and staffing studio with 170+candidates across 30+ accounts.
- Boosted company revenue growth by 39% YoY by developing comprehensive digital product training and sales enablement for 200+ sales and recruiting team.
- Innovated audience engagement strategy, exceeding KPIs within 6 months – 80% increase in talent request lead gen, 143% increase in applicants, and 25% increase in revenue YoY.
- Led marketing efficiency efforts across a multi-million dollar budget in 40 markets, driving 6x ROI on lead gen tactics.

**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 in 2014.

#### **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% by focusing 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"