

MICHELE DAPPERT

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I am a self-motivated designer, strategic media marketer, writer and graphic artist with solid experience directing marketing strategies for niche spaces online and in print. With a solid background and education in visual media production, PPC campaigns, and technical writing. Locally, I am a passionate volunteer, activist, and community photographer.

EXPERIENCE

JANUARY 2021 - PRESENT

SENIOR MEDIA PLANNER, PLANIT AGENCY (BALTIMORE, MD)

Leads and manages media campaigns on behalf of multiple clients with seven figure budgets, including government contracts. Responsibilities include:

- Crafting strategy for marketing campaigns
- Leading presentations for client meetings
- Producing and managing ongoing media campaigns across all channels (Radio/TV/Out-of-Home/Digital/Social/Paid Search)

JULY 2019 – DECEMBER 2020

DIGITAL MEDIA ASSOCIATE, 9ROOFTOPS (BALTIMORE, MD)

Leads and managed all digital media campaigns on behalf of the Maryland State Lottery account with six figure budgets, including negotiations with vendors; purchasing, execution and reporting on digital assets on platforms including negotiation with vendors, purchasing, execution and trafficking of digital assets on platforms such as Google Campaign Manager, Google Ads, Facebook/Instagram, and managed service providers.

JULY 2018 – JULY 2019

DIGITAL DIRECTOR, RISING TIDE PARTNERS – EASTON MD

Oversaw and handled three different contracts for digital marketing involving video production, editing, banner/display ad campaigns, face to face meetings with clients and working with digital rights management.

JUNE 2014 – JUNE 2018

MARKETING MANAGER, SINGER EQUITIES – LANCASTER, PA

Promoted from contract work (from June 2013 – May 2014) to a full time position, later promoted to manager. Responsibilities included directing internal team on marketing priorities, creating & maintaining new WordPress websites for the new Singer umbrella of acquisitions, and monthly report consolidation of specialized sales, website analytics and leads generating from marketing efforts.

EDUCATION

JUNE 2013

EMERSON COLLEGE, BACHELOR OF ARTS – MEDIA PRODUCTION

Minors: Photography & Political Science

Activities & Societies: Digital Media Coordinator for Emerson Democrats; Writer/Actress/Editor for Warlord Productions & other numerous independent films.

SKILLS & COMMUNITY ENGAGEMENT

- Google Campaign Manager
- Facebook Ads Platform
- PPC Campaigns (Google Ads)
- Adobe Creative Cloud
- Microsoft Office 365
- Search Engine Optimization
- Google Ads Certified
- Google Search Console
- Wordpress 7.2
- Photography (Own DSLR)
- Market Research
- E-Commerce Platforms
- Vice President of Talbot Democratic Forum
 - Serves on Communications Committee
- Former Elected Member of Talbot Democratic Central Committee
- Videographer & Photographer for Move the Monument, Frederick Douglass Honor Society, and local candidates.
- Candidate for Talbot County Council 2022