

MK | MIKEKOVACH

/ I AM

a conceptually savvy project manager who thrives on pressure and seeks challenges. I own the lifecycle of my projects and am proactive in delivering results for the client and agency.

/ EMPLOYMENT

Hyphen8tion Studios

Design agency

Project Manager, 11/09- present

- + manage web and interactive communication projects from the initial consultation through to the successful launch of client's deliverable
- + communicate effectively with team members; understands needs of designers, managers, directors and vendors
- + develop and monitor schedules, internal and vendor resources to deliver projects on time and within budget
- + maintain and organize the project's objectives, goals, scope and strategy through documentation of the project lifecycle
- + analyze and review results throughout the project life cycle

Vet-Stem Incorporated

Worldwide leader of regenerative stem cell veterinary medicine

Marketing & Communications Manager, 05/07-11/09

- + developed and led strategic approaches and marketing plans for product launches
- + produced the creative design, copywriting and execution of all marketing ads, collateral, email blasts, blogs, and social media campaigns
- + conducted search engine optimization (SEO) and search engine marketing (SEM) efforts for clients and employer, including traffic analysis and reporting
- + worked with management to develop project budgets, and led those projects each fiscal year, keeping them within scope and within budget
- + provided proactive leadership to cross functional teams, creating a greater workflow and better understanding of products for employees and consumers
- + develops RFP responses, proposals and cost estimates
- + identified and worked with new vendors resulting in significant cost savings

Den-Mat Corporation

International cosmetic dentistry, serving over 100,000 dentists

Consumer Product Manager, 03/06-10/06

- + managed a \$25,000,000 marketing and advertising budget, including magazine cover placement, tv syndication, award show swag bags, news placement, etc.
- + managed all art projects interdepartmentally throughout the project life cycle
- + significantly redesigned the company brand image and consumer perception with a new website, collateral, banner ads, DVDs, commercials, etc.
- + designed, copy wrote, sent, tracked and analyzed all email and ad campaigns
- + implemented and led the partnership with CareCredit, allowing patients to be pre approved for financing

/ EDUCATION

Cal Poly, San Luis Obispo, CA

Double Bachelors of Science
Graduate, June 2005

Majors / Agricultural Business &
Animal Science

Minors / Marketing & Pre Veterinary
Equine Science

/ SKILLS

Illustrator, InDesign, Dreamweaver,
Photoshop, Bridge, Microsoft Office,
Google Analytics, Adwords, SPSS,
Upshot, Oracle On Demand, CMS
Systems, VPNs, WebTrends,
WebOffice, WebEx, IBP

Mac & Microsoft Proficient
65 WPM

/ PROFICIENCIES

Project Management, Team
Management, Client and Vendor
Management, Web/ Graphic Design
and Development, , User Interface
Development, Email Marketing, Copy
Writing, Technical Editing, Proposal
Writing, HTML, CSS, SEO, SEM

/ EXPERIENCE

Designed Ads for
US Weekly, InTouch, OK Magazine,
People, Martha Stewart Living,
InShape, National Enquire, Veterinary
Practice News, Journal of Veterinary
Medicine, Compendium, Equus,
Thoroughbred Times, Quarter Horse
Journal, Arabian Times, San Diego Pix