



# Michael Shubic

## Marketing Guru

As a versatile marketing professional, I bring a rich tapestry of experience spanning travel, yachting, housing and hospitality. My track record of success includes working with clients in recreation, outdoor, tools, the arts and various other industries, where I have consistently excelled in marketing strategy, branding, and content creation. I have a history of leading small teams and managing seven-figure budgets, delivering creative solutions that convert challenges into growth opportunities. A pioneer in digital marketing, I now embrace AI technology and tools to stay at the forefront of industry trends. Through strategic collaborations with clients, agencies, and media outlets, I have honed a unique marketing perspective, fostering strong relationships at all organizational levels. My comprehensive experience and proactive approach drive growth and innovation for forward-thinking companies.

## Contact

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## Education

### San Diego State University

BA in Advertising

### Google

Project Manager Certification

### Scottsdale Vocational School

Construction Certificate

## Expertise

- Digital & Content Marketing
- Videography & Photography
- Branding
- PR / Communications
- Proficient in AI-Powered Tools
- Ideation
- Analytics & Analysis
- CRM & CMS Systems
- Strategic Planning
- Project Management

## Hobbies

- Welding
- Wood-working
- Glass blowing
- Home improvement
- Fixing things
- Cooking
- The Arts (creating and admiring)
- Videography & Photography
- Travel
- Outdoors - Camping/Hiking
- Water skiing

## Experience

### 2010 - Present

#### Marketing Consultant, Content Creator & Videographer MeshMarketing.Guru & MikesRoadTrip.com

I have collaborated with destinations, travel brands, and hotels worldwide, transforming my travel blog into a renowned micro-brand. As an internationally acclaimed travel blogger, author, public speaker and videographer, I have visited over 50 countries, countless cities, and 49 U.S. states. My work has garnered a substantial social media following and significant web traffic, earning numerous industry awards for my writing, video, and photography content.

#### Key Achievements:

- Built and managed three iterations of MikesRoadTrip.com, achieving over 150,000 page views per month.
- Produced over 500 travel videos, amassing more than 15 million views.
- Won international awards from industry organizations such as NATJA and SATW.
- Authored Lines, Signs & Forks – Diary of a Nomadic Road Tripper.
- Grew a social media following to over 175,000.
- Pivoted during COVID to provide marketing services, content creation, and YouTube marketing for various companies outside the travel sector.
- Long term clients included: Allianz Travel, Travelocity, BN Products, Raptor Series, Dutchman RV and Thousand Trails.

### March 2022 - September 2022

#### VP of Marketing at ZenniHome

I joined this exciting startup as part of the executive team. During my tenure I developed a comprehensive marketing strategy and corresponding budget. I established the brand guidelines and implemented ZoHo CRM to manage the sales cycle. I began building a social media presence and a comprehensive new website. At the time, I oversaw marketing, PR, sales, and customer service while managing a small team of employees, contractors, and freelancers. I relocated to Page, AZ where the factory was located and took on a visible role within the community.

### 2006 - 2010

#### Web Developer & Online Marketer at Shubic Web Design

Developed a consulting business focused on helping small businesses build an online presence to maximize their coverage and customer base. Provided full support in the following disciplines; website design & development, graphic design, PR to online marketing initiatives (SEO/SEM, PPC and content development).

- Managed over a dozen clients across various industries, delivering tailored solutions that drove significant improvements in their digital footprint.
- Led a team of three, coordinating efforts to ensure client projects were completed on time and within budget.

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## Achievements

- Published Author
- Many travel industry awards
- Visited over 50 countries
- Travel Channel cast member
- Won a contest to be a storyteller for an around-the-world trip
- Ad2 Phoenix board member responsible for 220% increase in membership
- Public Speaker: Invited to speak at over a dozen travel conferences
- Innovator: Developed dozens of unique inventions

## Associations

- AAF (Ad2 Phoenix) Board Member
- SACA (Arts Org) Board Member
- March of Dimes Volunteer
- NATJA, SATW & ATTA Travel Associations Member
- DwellWell Foundation Board Member
- Apache Junction Economic Development Task Force Member

## References

- Recommendations and additional information available on [LinkedIn](#)

## Video Resume

- [Short Version](#)
- [Long Detailed Version](#)

## Experience Continued

### 2004 -2006

#### Director of Marketing - Nautical Enterprises

As head of marketing, I oversaw the marketing efforts for three yacht companies, representing 14 different power and sail brands. I successfully transitioned the company from traditional marketing tactics to the digital era, reducing the cost per lead from \$78 to just \$8.

#### Key Achievements:

- Completely rebranded three yacht divisions, establishing a cohesive and modern image.
- Developed comprehensive new websites, transforming them from informational sites into powerful online marketing machines.
- Established and managed the first-ever formal marketing budget, nearing seven figures, and effectively utilized co-op dollars.
- Created and implemented a series of success metrics to track performance and ensure continuous improvement.
- Managed all boat shows and rendezvous events, enhancing brand visibility and customer engagement.
- Helped drive company revenue growth from \$54M to \$72M within three years.

### 2002 -2004

#### Regional Director of Field Marketing - Cold Stone Creamery

Responsible for all local store marketing in an 11-state region with over 180 franchisees (several added each month). Managed a seven-figure marketing budget. Conducted extensive market research and continuously monitored the effectiveness of our marketing/advertising efforts.

#### Key Achievements:

- Organized and presented marketing programs and information at quarterly market meetings.
- Managed six local-store-marketing managers (in the field) in key markets.
- Assisted in the largest new product rollout in Cold Stone history with the introduction of its gourmet cake line, which at the time accounted for more than 17% of sales.
- Responsible for maintaining an annual 5%+ store volume growth rate in my region.

### 2001 -2002

#### President/CEO of The Green Carrot Segway Rental & Tours

My partner and I started one of the very first Segway rental businesses in the world, now there are thousands of them. We developed a robust and innovated business plan that attracted investment into the company. Things were going very well, until a conflict of interest with our lead investor caused us to dissolve the company just nine months into the endeavor.

### 1998 -2001

#### Director of Channel Marketing & Vertical Markets at NeoPlanet, Inc.

One of the initial employees of this well-funded dot-com company during the heyday of the internet era. In the beginning I played many roles until the company got its footing and could properly staff up, eventually settling into the marketing department. Performed in a variety of ad-hoc roles while providing operational support to the company.

#### Key Achievements:

- In charge of the channel marketing for the sales department, including promotional concepts, budgeting, media planning/buying, trade shows, and copy writing.
- Managed ad agency and oversaw a \$750K budget.
- Conceived, created and managed the implementation of MediaPort, the company's first vertical markets portal. The project was a media portal targeted to the advertising/marketing professional. Played a vital role in identifying the vertical market, creating the possible sales/partnerships, rolling out the strategies, and marketing ideas/solutions, and managing the beta testing and QA processes.