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personal summary

Marketer, Strategist, Director, Leader, Creative, Artist with extensive experience in B2B and B2C advertising, branding, corporate communications, demand generation, digital (content marketing, email marketing automation, inbound marketing, mobile, SEM, SEO, social media), direct response, event activation, promotions, public relations, referral, retail and sponsorship. Strategized, creative directed and actively designed and produced digital, print and video marketing solutions for clients such as AmerenUE, American Airlines, Anheuser-Busch, AT&T, Coca-Cola, General Motors, The Hartford, Intel, IntelliSpend (Maritz), International Truck, Microsoft, Monsanto, Shell, VerizonWireless and Xbox. I apply my knowledge and experience in leading the strategy and creative execution of world class marketing that meet objectives by creating the right media channel mix while giving equal importance to messaging, design and functionality with an over arching emphasis on user experience and achieving business objectives. I use my director skills to educate, excite and build consensus in bringing to life the right ideas for the business. I use my leadership skills to create and foster an environment grounded in passion, exploration and collaboration. As a strategist I am focused on analytics, energized by technology and strive for innovation. As an artist I am always looking to build upon my skills, share my knowledge and push the boundaries of creativity.

professional experience

Allsup, LLC | Belleville, IL

March 2016 to Present

Allsup and its subsidiaries provide specialized services and technology that help those with disabilities navigate complex government programs, including Social Security Disability Insurance (SSDI), Ticket to Work, veterans disability appeal, exchange plans and Medicare.

VP, Marketing: As the Vice President, Marketing it is my responsibility to develop and implement Allsup's brand strategy including positioning, vision, values, long-term planning, measurement, and continuous improvement. In addition it is my responsibility to manage and direct all marketing, advertising and promotional campaigns and staff, focusing on: search engine optimization (SEO), search engine marketing (SEM), inbound marketing, marketing automation, social media, event activation, referral marketing, affiliate marketing, mobile optimization, user experience (UX), user interface (UI) design, tracking and Google analytics.

The Kerry Group | Fenton, MO

August 2014 to March 2016

The Kerry Group is an event activation agency that connects brands to their audiences in the streets and online. They do this through large-scale events and one-on-one interactions that turn audience members into true brand ambassadors. **VP, Marketing Strategy:** As the Vice President, Marketing Strategy it was my responsibility to lead The Kerry Group teams in coming up with big ideas that meet objectives and help our clients interact, influence and engage with consumers in new and exciting ways. **General Manager:** As the General Manager it was my responsibility to establish and maintain a professional, collaborative, productive, efficient, and creative environment focused on producing work that the agency was proud of, work that was recognized by the industry, and work that achieved business objectives for our clients and The Kerry Group. **Career Highlights:** I lead the strategy and execution of the sponsorship and event activation for the Pennzoil 2015 Bantam Jeep Heritage Festival and the Quaker State 2015 Best in Class Challenge.

InteliSpend Prepaid Solutions (Maritz) | Fenton, MO

May 2010 to May 2014

InteliSpend delivered intelligent prepaid card solutions for business needs: employee rewards, wellness, sales incentives, expense management and promotional programs.

Director, Marketing: It was my responsibility to establish, implement and maintain the marketing strategy, manage the marketing budget, manage the marketing team, lead marketing best practices, and create an environment for success. **Creative Director:** It was my responsibility to establish and maintain the InteliSpend brand and provide creative direction for all marketing initiatives; digital, print, video, social media, trade shows and online applications. **Career Highlights:** I directed the creative in: rebranding the company, building the corporate web site, social presence, trade show booths, establishing the user interface design for the online applications, redesigning the interior of the St Louis office and generating all of the interactive, video and print marketing initiatives. I was awarded the 2011 Third Quarter InteliSpend Award of Excellence and was one of four recipients, company wide, to receive the 2011 InteliSpend Annual Award of Excellence.

Rodgers/Townsend | DDB | St. Louis, MO

Sept 2008 to Mar 2010

Rodgers/Townsend | DDB St Louis is a global advertising agency focusing on mass, direct and interactive marketing servicing such clients as AmerenUE, AT&T, Con-Way, The Hartford and Scottrade. **Director of Interactive:** It was my responsibility to integrate, educate, elevate and grow the interactive area of expertise within the agency. **Career Highlight:** As Director I helped retain and grow business with AmerenUE, AT&T and The Real Yellow Pages, win new business with A&T Wireless and Con-Way and secure the position of Interactive Agency of Record for Whitewave - MIA.

Momentum Worldwide | St. Louis, MO

Aug 2000 to Sept 2008

Momentum Worldwide is a global marketing agency servicing such clients as American Express, Anheuser-Busch, Coca-Cola, Intel and Microsoft. **VP Digital Director:** I built and managed the 40 person in house interactive team, provided digital strategy and creative direction for key clients, played an active role in new business pitches with new and existing clients and guided the digital integration and evolution of Momentum. **Interactive Creative Director:** I managed and was an active member of the creative teams that strategized and produced online; presence, promotions, advertising and email communications as well as interactive initiatives for events, retail and mobile. **Career Highlight:** I was the first recipient of the Microsoft / McCann World Group 'Global Agency Value Add' Award for my ideation, strategy, architecture and leadership of the game changing Microsoft Tablet PC retail partner real-time consumer special offer content management system.

The Waylon Company | St. Louis, MO

Jan 1998 to Aug 2000

The Waylon Company was a promotions agency servicing such clients as Anheuser-Busch, Apple, Nike and Starz Encore. Momentum Worldwide acquired us in August 2000.

Terrasight.org | St. Louis, MO

1997 to Present

Terrasight.org is a non-for-profit Internet presence, devoted to promoting artists and their original works of expression. The goal of Terrasight is to create an online presence that gives artists a platform to express themselves and make a living doing what they love.

Co-founder: I am one of three co-founders that created the vision of Terrasight and worked together to assemble and pitch the business plan to several venture capitalists. According to the venture capitalists our vision was brilliant but ahead of its time. **Career Highlight:** Even though we were not able to launch the business the benefit of this experience was the vast amount of digital, interactive, online marketing and business knowledge that I gained. This was like getting a real world masters degree in these areas of expertise.

Grand Central Post | St. Louis, MO

Oct 1994 to Jan 1998

Innervision Studios | St. Louis, MO

Jan 1992 to Oct 1994

recommendations

"From day one, Mike jumped in and demonstrated a unique combination of business focus and creative vision. Simply put, he uses both sides of his brain – a lot! On top of Mike's business and creative skills, Mike is a fabulous leader and genuinely nice person."

Andrea Sanders – Manager Marketing Comm at Eastman Chemical Company

"What I truly loved about Mike was his ability to foster great talent through an almost Zen perspective: the balance between design and usability, technology and strategy, even the work/life balance. He valued and always took into consideration the needs of his employees, even if they didn't know what they needed at the time."

Hafiz Huda - Creative Director, Amazon.com

"Where Mike really excels is in collaborating with all parties (both internal and external, vendors and across the company) to guarantee a 'win' for all involved. Mike brings an amazing attitude, a wealth of knowledge, and an innate intelligence to any organization."

Maure Anderson-Scholl - Manager, Incentive & Rewards Operations at Staples

"Mike has great insights and found ways to help our ideas come to life in the digital space. He is smart, strategic, a brilliant presenter, and helped me, and our agency, be smarter about all things digital."

Melinda Barni – Group Creative Director, CheckMark

"Mike has a unique combination of creative, technical and people skills that you don't normally see in one person. He was equally at home helping to win pitch after pitch as guiding our team of designers/developers to knock these projects out of the park."

Ted Hinds - Project Manager, Washington University in St. Louis

"Mike is one of the best team players that I have ever been associated with. His level of talent could easily support a huge creative ego, yet that is not part of his personality - it is all about the team, it is all about the client and it is all about great work."

Ben Olson - Vice President of Experiential Engagement at GES

"If I were to walk over hot coals for anyone, it would be Mike Luhnig. He's an impressively generous, unselfconscious creative leader. And his attitude is contagious. The result is an environment that's ideal for collaboration and producing great work."

Roz Canady – Writer & Creative Strategist

"Mike is someone you want on your team. He is smart and articulate with insights beyond measure. His commitment to his work is top notch."

Nathan Forness - Senior Manager, Digital Consumer Experience at New Balance

education

Southern Illinois University | Edwardsville, IL

1985 to 1986 - 1990 to 1992

Bachelor of Science in Mass Communications, minor in Art and Music.

Belleville Area College | Belleville, IL

1983 to 1985

Associate of Science in Business.