

## MICHAEL ZULAUF

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### SUMMARY

Entrepreneurial User Acquisition, Marketing, Engagement, and Growth / Experience in strategic planning, project management, sales, marketing, education, and customer service. Strong motivational, organizational, analytical, problem solving, communication, and relationship management skills.

### EXPERIENCE

**BlipMe**, Chapel Hill, NC

2015 - Present

*Co-Founder / Head of Marketing and User Acquisition*

- Lead growth, marketing, hiring, and business development.
- Raised \$255,000 from two angel rounds and one grant.
- Accepted into the Launch Chapel Hill business accelerator (top five university business accelerators in North America).
- Successfully managed a decentralized workforce of developers, designers, and interns.
- Developed, implemented, and ran a Campus Ambassador Program at 8 colleges.
- Developed and executed Go-to-Market strategy.
- Created and deployed marketing content across multiple platforms.
- Maintained above industry standard open rates for all email marketing campaigns.
- Led customer discovery and conversion rate optimization.

**Michael Zulauf Photography**, Chapel Hill, NC

2015 - Present

*Owner/Freelance photographer*

- Built and maintain online photography website w/ an average of 1k sales/month.
- Sold rights of photography to restaurants and clothing companies.
- Built relationships and consulted with clients during pre and post production to meet their needs.

**JUST RIGHT ACADEMY**, Raleigh-Durham, North Carolina Area

2014 - 2015

*Teacher / Behavior Counsellor*

- Designed a classroom and curriculum for students who experienced emotional, behavioral, and/or developmental difficulties that resulted in 100% of students improving personally and academically.
- Part of 2 person team that increased 11 students' End of Grade test scores in math, language and reading by an unprecedented average of ~60 percentile points in one academic year.

### EDUCATION

BA, Technical Writing, University of North Carolina at Wilmington

### SKILLS

Public speaking • Email marketing & automation • Digital marketing • Microsoft office -• Grant writing • Branding • Content marketing • Customer discovery • Digital photography and videography