



Michael Sim

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Technology

Creative + Design

Photoshop, Illustrator, After Effects, InDesign, Dreamweaver, Audition Sketch, Omnigraffle, AppCooker, PopApp, CSS3, HTML5, JS, jQuery, React, Ember, Angular, Polymer, Meteor

Resources

Behance, Dribbble, Awwwards, WebbyAwards, Moat, UIParade, UIMovement, Pinterest, Pond5, Themeforest, Shutterstock, iStockPhoto, Videohive, Dissolve

Management

Jira, Trello, Asana, Slack, Skype, GoToMeeting, Google Apps, Microsoft Office (Word, Excel, Outlook, PowerPoint), Keynote

Social Media

Facebook, Facebook Live, Twitter, LinkedIn, Google+, YouTube, Instagram, Pinterest, Periscope, Vine, Wordpress, Tumblr, Medium, UStream, Buffer, Edgar, Hubspot, ManageFlitter

PR + Marketing

Meltwater, BuzzSumo, Cision, Adobe Omniture, Klipfolio, Google Analytics, MailChimp, Optimizely, Feedly, SocialReport, Audiense, Social Mention

HELLO. IT'S NICE TO MEET YOU.

Overview

Multifaceted creative professional with over 10 years of experience working with a wide range of businesses from startups and agencies to global technology companies in the B2B, B2C, and B2B2C sectors. A passionate, outside-the-box thinking and results-driven professional with a diverse background ready to help take your company to the next level.

Education

- 1 **Columbia College Chicago** / BFA in Graphic Design / 2004-2006
- 2 **Moraine Valley Community College** / 2001-2003

Specializations

- | | |
|-----------------------------------------------|-------------------------------------------|
| 1 Responsive Wordpress Website Design | 9 Market & Competitor Research |
| 2 Landing Page Design & Development | 10 Mockups, Wireframes, & Storyboards |
| 3 Animated & Static Display Ad Design | 11 Campaign Pitches & Creative Briefs |
| 4 UI/UX Strategy & Design, Web/Mobile | 12 Copywriting & Campaign Development |
| 5 Email, Social, & Website Hero/Banner Design | 13 Agile & SCRUM Project Management |
| 6 Video Animation & Production | 14 Team Training & Team Building |
| 7 HTML & CSS Front-End Development | 15 Social Media & Influencer Marketing |
| 8 Audio Recording, Editing, & Production | 16 KPI Strategy, A/B Testing, & Analytics |

Creative Process

Research

Preliminary market and competitor research helps to identify trends, understand the target audience, and guide the direction of the project.

Concept

Wireframes, mockups, and storyboards help to visualize the project and gain approval from clients and stakeholders prior to production.

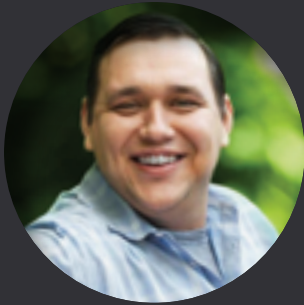
Design

Purchase creative assets, provide developers with documentation, create custom elements, and manage tasks through agile project management.

Previous Positions

- 1 **Aeris Communications | Telecom/Internet of Things**
Senior Designer, Social Media Marketing Manager | Chicago | March – September 2016

- Recognized as a top IoT influencer by Analytica, IoT Institute, and Talkin' Cloud
- Social media marketing plan development, presentations, and implementation
- Influencer engagement, public relations, website management, Meetup promotions
- Designed social images, thought leadership videos, IoT eBook, and social campaigns
- Social media strategy, account management, and content promotion
- Trade show marketing strategy, social sales team training, employee advocacy program
- Improved organic social media impressions by over 1,500%
- Increased engagement by over 960% and reach by over 9,000%
- Generated over 10,000 followers across Twitter, LinkedIn, and Google+
- Attracted media coverage from multinational tier 1 and tier 2 publications
- Increased social share of voice by 15%



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References

Kevin Petschow

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Aeris Communications
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Matt Metropulos

Senior Recruiter
Aeris Communications
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Henry Vasquez

CEO
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Mike was a critically important member of our team, technically proficient both in social media & UI/UX design and extremely resourceful. He was reliable even with tight schedules, and a pleasure to work with. I would take every opportunity to work with him.

Ameer Uddin
Business Manager, SocialDealer

Previous Positions (Continued)

2 Tribe | SaaS/Productivity | Contract
Interactive Designer, Social Media Strategist | Chicago | October 2015 – February 2016

- Social media account management and marketing strategy
- Creative copy writing for video scripts, website copy, and marketing campaigns
- Creative direction, wireframes, website design, web/mobile app UI/UX design
- Video recording, animation, production, and voiceovers for promotional videos
- 2015 TechStars graduate at Chicago's 1871 tech accelerator
- Grew social followers by over 10,000 on Twitter and LinkedIn
- Improved lead generation by 300%
- Developed influencer engagement campaigns and outreach strategy
- Drove over 4.5m impressions and 15,000 website referral visits through campaigns
- Attracted media coverage and interviews with WGN, Technori, and tech bloggers
- Campaigns and strategies helped to secure a TEDx speaking engagement

3 Peak6, OptionsHouse, TradeMonster | Financial/SaaS
Senior Interactive Designer | Chicago | January 2013 – January 2015

- Designed website, landing pages, display ads, social campaigns, and promotional videos
- Campaign pitches, creative copy writing, video and audio editing, voiceovers
- Lead and managed podcasts, webinars, and live streaming content
- Increased display ad, landing page, and social click through rates by 33%
- Successful merger with TradeMonster and a \$725m acquisition by ETRADE

5 Daigger, Learning Resources | eCommerce/Education | Contract
Analytics and Marketing Manager | Vernon Hills | June – December 2012

- Developed KPI strategy, reporting dashboards (Omniture, Klipfolio), and lead funnel
- Managed development team to implement Adobe Omniture, Site Catalyst, Test & Target

6 SocialDealer | Automotive Social Strategy/Reputation Management
Senior Interactive Designer, Social Media Manager | Oak Brook | July 2011 – June 2012

- Designed Facebook and Twitter banners for international dealerships
- Developed social media strategies, editorial calendars, campaigns, and giveaways
- Collaborated with Facebook and CarFax on automotive strategies and promotions
- Designed trade show booths, promotional videos, and provided voice overs
- Redesigned website, signage, and other promotional content
- Social media strategies generated over \$2.5m in multinational dealer revenue

7 Distant Horizon | Website Design Agency
Senior Web Designer, Creative Director | Lockport | August 2008 – September 2009

- Ecommerce and static website design, logo design, flash banner animation, HTML, CSS
- Provided creative direction to new clients and developers
- Increased website design sales by over 500%, resulting in a \$560k boost in revenue.

8 Cherry One Web Design | Website Design Agency
Art Director | Chicago | April 2007 – August 2008

- Managed team of 8 developers and 8 website designers
- Provided consultation, direction, and project management with clients
- Sourced stock photography and other creative assets
- Mockups, wireframes, creative briefs, asset management, media buying
- Team building exercises, interviewed new creative and developer talent

9 Ditley Web Design | Website Design Agency
Art Director, Lead Designer | Chicago | August 2006 – March 2007

- Managed team of developers, interns, and recruited new talent
- Provided mockups, wireframes, and creative direction to new clients and designers
- Assisted sales team in sales pitches and presentations
- Increased portfolio quality helped boost website design sales by 600%
- Media buying, presentations and proposal writing, copy writing for websites