

MICHAEL D. BARTHEL

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DIGITAL MARKETING & WEB OPERATIONS MANAGER

Marketing operations leader specializing in digital presence, vendor coordination, and cross-functional execution.

PROFESSIONAL SUMMARY

Most of my career has followed the same pattern: I'm trusted with more because I make complex, multi-stakeholder work easier to plan, produce, and execute. For more than twenty years, I've led and supported marketing execution across content, brand, social media, email, vendor coordination, and web, often serving as the direct point of contact for clients and account teams who needed one person to turn business goals into finished, on-brand marketing initiatives.

I've managed a portfolio of more than 20 active accounts at once, each with its own stakeholders, priorities, and deadlines, alongside day-to-day management of Google Business Profiles, Facebook business pages, and YouTube and Vimeo channels for a range of clients. I've planned, built, and executed email marketing campaigns across multiple platforms, coordinated vendors across print, photography, video, and production, mentored and trained staff and account teams, and used analytics and A/B testing to report on and improve campaign performance. I bring strong working knowledge of WordPress, Adobe Creative Cloud, and digital marketing technologies, along with a consistent track record of learning new marketing and CRM platforms quickly so I can help teams work more efficiently and deliver better results.

CORE COMPETENCIES

Marketing Operations & Performance

Campaign execution, KPI reporting and tracking, marketing workflows, process improvement, A/B testing, analytics, email marketing (Constant Contact, Mailchimp, Omnisend), Quickly learns new CRM and marketing platforms

Digital Presence, SEO & Local Listings

WordPress, WooCommerce, Elementor Pro, on-page SEO, GA4, Search Console, Google Business Profile management, Yelp and local listings, WCAG Standards/ADA Compliance

Content & Social Media Management

Content calendars, brand consistency, Facebook business page management, YouTube and Vimeo channel management, AI-assisted content planning, presentations and digital assets

Vendor, Stakeholder & Team Leadership

Vendor management (print, photography, video, hosting, software), direct client and account contact, requirements translation, prioritization, team mentoring and training, documentation

PROFESSIONAL EXPERIENCE

Web & Digital Operations Specialist / WordPress Developer eCreations | Phoenix, AZ

May 2023 – Apr 2026

Served as a hands-on web and marketing operations partner across a diverse agency portfolio, balancing ongoing client requests, content needs, technical work, and launch deadlines for more than 20 WordPress and WooCommerce websites.

- Served as the primary point of contact for account teams and clients across more than 20 active accounts, prioritizing incoming requests, setting timelines, and keeping delivery on track across concurrent deadlines.
- Managed website portfolios across multiple industries, coordinating content updates, landing pages, forms, SEO improvements, accessibility work, troubleshooting, QA, and stakeholder approvals across concurrent accounts.
- Converted third-party Figma designs into a full WordPress and Elementor Pro rebuild for Einstein Bros. Bagels, coordinating implementation and QA through a major 2024 redesign.
- Used Siteimprove and hands-on review to support WCAG- and ADA-oriented remediation across Einstein Bros. Bagels, Noah's NY Bagels, and Bruegger's Bagels, improving headings, alt text, contrast, links, and usability.
- Supported organic search visibility through metadata, internal linking, image optimization, content structure, page performance, and Google Search Console-informed improvements.

IT & Web Operations Manager / Webmaster / Production Support Tugler Laboratories | Scottsdale, AZ

Jun 2021 – May 2023

Owned websites, ecommerce, hosting, vendors, brand support, and day-to-day business technology for a lean organization where marketing, operations, and technical needs frequently overlapped.

- Managed Google Business Profile listings, including business information and customer review responses, as well as Facebook business pages, and video presence on YouTube to support brand visibility and local search performance.
- Built and launched a WordPress and WooCommerce store for the Agave Farm Boys product line, managing product presentation, site content, payment and checkout setup, customer experience, and ongoing maintenance.
- Migrated six websites and related email systems to AWS EC2, reducing monthly hosting costs by roughly 50 to 60 percent while improving reliability, control, and operational flexibility.
- Managed domains, DNS, hosting, SSL, backups, vendors, and recurring costs, making practical decisions that balanced reliability, speed, budget, and business needs.
- Partnered with company leadership on branding, packaging, ecommerce presentation, content, and customer-facing materials, often moving between strategy and hands-on execution within the same project.

Independent Contractor / Contract Project Work

Self-Directed Projects | Phoenix, AZ

Feb 2020 – Jun 2021

Supported small-business website, content, creative, and technical projects following the RealWorld/Pinnacle transition and pandemic-era disruption.

Technical Director / Digital Operations Lead

RealWorld Marketing (now Pinnacle Advertising) | Scottsdale, AZ

Mar 2000 – Feb 2020

Served as a long-term technical and operational leader for a full-service agency that grew from about five employees to roughly sixty, becoming the bridge among clients, account teams, creative, development, vendors, and leadership.

- Managed Google Business Profile listings, Facebook business pages, and YouTube/Vimeo channels for multiple clients, supporting local search visibility, website content, and ongoing marketing updates.
- Acted as the direct day-to-day contact for several non-automotive clients, managing requests and coordinating websites, campaigns, content, production, and vendor needs without requiring a dedicated account executive.
- Connected campaign goals to website execution, landing pages, HTML email, digital assets, presentations, direct marketing, and production workflows across multiple concurrent client initiatives.
- Used Google Optimize 360 and Google Analytics for A/B testing, supporting campaign changes that contributed to an estimated 15 to 20 percent improvement in click-through performance based on prior campaign results.
- Managed outside vendor relationships across print, photography, video, hosting, and production, negotiating scope, timelines, and quality expectations while holding vendors accountable.
- Provided technical leadership, onboarding, and recurring training for production staff and account teams, translating platform and development concepts into practical guidance they could use with clients.

SELECTED DIGITAL PROJECT HIGHLIGHTS

- Marketing operations ownership: KPI reporting, campaign execution, and analytics-driven optimization across a portfolio of 20+ concurrent accounts, comparable to owning marketing performance across a multi-property portfolio.
- Content, social & local presence: Over fifteen years managing Google Business Profiles, Facebook business pages, and YouTube/Vimeo channels for multiple businesses, plus brand-consistent content and creative production.
- Vendor & team leadership: A track record of managing vendors across print, photography, video, hosting, and production, plus mentoring and training staff and account teams.
- CRM & email marketing: End-to-end ownership of email marketing platforms (Constant Contact, Mailchimp, Omnisend), with a consistent record of ramping up quickly on new marketing and CRM systems.

EARLIER LEADERSHIP & EDUCATION

Leadership foundation:

- Assistant Branch Manager, Valley National Bank/Bank One, supervising approximately eight tellers
- Retail Store Manager, Shasta Pools, leading a five-person operation with responsibility for hiring, scheduling, inventory, merchandising, and customer service.

Education & professional development:

- Microsoft Certified Systems Engineer (MCSE) certification program
- some college coursework; ongoing self-directed learning in web platforms, analytics, accessibility, AI-assisted workflows, and digital operations.