

# Michael C. Lowe

628 Madison Ave, Redwood City, CA 94061 | (209) 606-5725

[MLOWE08@GMAIL.COM](mailto:MLOWE08@GMAIL.COM)

[MICHAELSBYLINE.COM](http://MICHAELSBYLINE.COM)

[LINKEDIN.COM/MLOWE08](http://LINKEDIN.COM/MLOWE08)

## MULTIMEDIA B2B CONTENT MARKETER & STRATEGIST

- Developing and Implementing Content Strategy
- Writing and Editing Blogs, eBooks, Case Studies
- Email Marketing and Direct Response Writing
- Video Scriptwriting, Producing and Editing
- 8 Years Content Creation Experience
- Producing and Moderating Live Webcasts
- Entrepreneurial Project Manager
- Implementing and Working with Various CMS

## PROFESSIONAL EXPERIENCE

### Houzz, Inc. – Palo Alto

Content Marketing Manager, Industry Marketing

5/2016 - Present

Develop and execute content roadmap to generate leads and nurture prospects. Write and edit strategic B2B content, including blogs, eBooks, case studies, marketing brochures and booklets, email campaigns, landing pages, and direct response copy.

Notable achievements in first six months:

- **Launched blog series for home design industry professionals** to increase traffic, build SEO and generate leads with an average of 4,200+ views, 15 comments and 27 saves per story
- Wrote and produced **100-page marketing booklet** showcasing the power of Houzz for brand advertiser and marketplace vendor lead generation
- **Developed an integrated content roadmap** using repurposed and original content to generate leads and nurture prospects through email campaigns, blog posts and gated resources, such as guides and eBooks.

### Northstar Travel Media - New York City

Producer, Digital Media

2013–2015

Multimedia Editor

2011–2013

Associate Editor

2010–2011

Project managed and produced B2B multimedia content for **four award-winning business travel publications**, developing content strategy, training and supervising staff and managing inter-departmental objectives. Responsible for producing daily print, online and video content.

Notable achievements:

- Researched, pitched and produced more than **300 videos, and hundreds of features and online news items**
- Launched company's **first video library** featuring original content to generate ad revenue
- Spearheaded development of **state-of-the-art online video education portal**
- **Guest speaker** at major industry conference, DMAI: Destinations Showcase

### Golden Thread Creative - Freelance

Creative Director

1/2013-Present

Offered full creative video agency services, including story and script development, production and post-production. Startup and non-profit clients include: Downtown Brooklyn Partnership, Holstee, Central Synagogue, Creative Fish, Agolo, SolarList, Kline and Farmivore.

Notable achievements:

- Video footage produced for Holstee used in **CNBC Power Lunch TV spot**
- Video for Kline helped raise **\$50,411, 10 times its goal of \$5,000**. The video was viewed 20,000 times in a 6 month period
- Video for Holstee helped raise **\$49,248, exceeding its goal of \$12,000**

## Additional Work History - New York City & Los Angeles

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The Daily Beast – Editorial Assistant	2010
Audubon Magazine – Multimedia Reporter	2010
Rick Nahmias Photography – Production Intern	2009
GOOD Magazine - Editorial Intern	2008-2009
TravelAge West Magazine - Editorial Intern/Freelance Writer	2008-2009
Healthy Child, Healthy World – Video Intern	2007–2008

Learned from and contributed to fast-paced newsrooms, groundbreaking consumer publications and smaller independent non-profit and creative organizations.

Notable achievements:

- Produced **Audubon Magazine's first audio slideshow** combining exclusive photos and audio to create a dynamic first-hand account of one man's experience during the Deepwater Horizon Oil Spill.
- Helped edit, produce and publish photographer Rick Nahmias' *Golden States of Grace*, which **won "Best Religion Book of 2012"** by the New Mexico-Arizona Book Awards.
- Created and developed concept for Healthy Child, Healthy World's Healthy Byte YouTube series, which now has **nearly a quarter of a million views**.

### EDUCATION

**University of California, Los Angeles** • Bachelor of Arts, Cum Laude, 2009 • English (major), Film (minor)

### TECHNICAL KNOWLEDGE

Proficient in Final Cut Pro, Magic Bullet Looks 3, iMovie, Canon DSLRs, GoPro, various lighting and sound equipment. Knowledge of Marketo, Salesforce, After Effects, Aperture, Photoshop, Moovly Youtube, Vimeo, Brightcove, Instagram, Twitter, Facebook, Pinterest, LinkedIn and Google+.

### OTHER COURSEWORK

- New York University, School of Professional Studies • Feature Writing, 2012
- Mediabistro Courses
  - Breaking into Freelancing, 2009
  - Pitch Essentials, 2009
  - Travel Writing, 2009
  - SEO Writing, 2016

### SKILLS AND INTERESTS

- Traveled through Southeast Asia (10/2015-2/2016), visiting 31 cities across nine countries.
- Ran with the bulls in Pamplona, Spain
- Studied abroad in Florence, Italy
- Conversational in Spanish
- UCLA Unicamp Camp Counselor Volunteer
- Habitat for Humanity Volunteer
- PADI Certified