

MICHAEL KULICK

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EXPERIENCE

APRIL 2018 – CURRENT

SENIOR COMMUNITY MANAGER, CAMPBELL EWALD / TEAM IGNITE

- Led social community management for Harley-Davidson across all social channels
- Launched community management program
- Developed global social channel consolidation strategy
- Implemented ecommerce program for H-D merchandise, parts, and accessories

NOV 2015 – MAR 2018

SENIOR SOCIAL PUBLISHER, GTB (FORMERLY TEAM DETROIT)

- Engaged fans and followers as Community Manager for the Ford Trucks social accounts on Facebook, Twitter, and LinkedIn.
- Developed and launched paid social campaigns in support of Truck team – 2017 Super Duty, 2017 F-150/Raptor and 2018 F-150 –garnering 18pt lift in ad recall, and 7pt lift in favorability during the Super Duty launch campaign.
- Managed Associate Publisher and led Product team within the Social Publishing team.
- Guided social sustainment campaigns and curated content with community input increasing organic engagement and reach.

AUG 2013 – NOV 2015

WEB + DIGITAL MEDIA MANAGER, MUSEUM OF CONTEMPORARY ART DETROIT

- Managed MOCAD website and social media channels across Facebook, Twitter, Instagram, Tumblr and native website content management.
- Launched email newsletter marketing via MailChimp and oversaw direct mail campaigns.
- Managed the design and communications team and summer interns.
- Advanced digital and social processes and best practices for organization.
- Created the first system for PR and communications for the museum.

AUG 2012 – AUG 2013

COMMUNICATIONS COORDINATOR, MICHIGAN ENERGY OPTIONS

- Managed MEO social handles and launched HUD Grant funded MMPGS website
- Built comprehensive digital and direct communications strategy

SKILLS

Social Media Strategy and Planning ● ● ●
Community Management ● ● ●
Writing and Editing ● ● ●
Graphic Design ● ● ○

EDUCATION

DECEMBER 2012

BACHELORS DEGREE IN PROFESSIONAL WRITING, MICHIGAN STATE UNIVERSITY

Graduated with honors and a specialization in digital and community writing.