

MIKE DELAUNE

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MARKETING MANAGER | PROJECT MANAGER | BRAND & GROWTH STRATEGIST

Purpose-driven, experienced marketing leader across local to global agencies, client-side organizations and entrepreneurial consulting, driving engagement strategy, performance marketing, and revenue growth. Translating business insight into measurable impact through consultative partnership, data-driven execution, and tech enhanced marketing workflows.

Background includes leadership roles at OgilvyONE, BBDO, and TruChoice Financial, delivering high-impact campaigns, optimizing multimillion-dollar portfolios, and generating measurable ROI. Highly adaptable and continuously learning, I actively refine processes, adopt emerging technologies, and evolve strategies to improve efficiency and maximize results.

SKILLS

- Go-to-Market / Growth Strategy
- Campaign Dev & Optimization
- Conversion
- CRM & Workflow Automation
- Messaging & Positioning
- Account Management
- Performance Analytics
- Lead Generation
- Project Management
- AI-Assisted Content & Research
- Cross-Functional Collaboration
- Revenue Growth

SELECTED ACHIEVEMENTS

- Drove ecommerce growth approx. 20% for Church & Dwight (Batiste Brand) across major big-box retailers, strengthening digital shelf presence and increasing revenue through optimized content and conversion-driven launches
- Managed and optimized visitor sessions, engagement, and conversion on BCP Engineering website, including energy industry Recruitment Portal via strengthening email outreach, SEO best practices, and analytics-based updates
- Increased agent revenue up to 30% supporting \$1MM-\$30MM portfolios with marketing strategy, brand development, and data-driven execution
- Optimized development and production processes/timelines resulting in considerable time and resource savings across cross-functional projects.
- Boosted bookings by 56% and reservations by 31%, translating engagement strategy into consistent revenue gains for major Atlanta event space.
- Generated 11:1 ROI, strengthening lead pipelines and delivering measurable revenue impact through performance-focused marketing campaigns
- Drove 24% business growth by optimizing customer journeys and integrating data-driven insights to improve speed, targeting accuracy, and sales alignment

PROFESSIONAL EXPERIENCE

STRATEGIST/ ACCOUNT MANAGER / WEBMASTER / PROJECT MANAGER

2022 – PRESENT

Mike Delaune Consulting – Valrico, FL

Lead cross-industry client engagement and growth marketing initiatives, delivering performance-driven marketing strategies, ecommerce campaigns, and revenue-focused solutions. Manage full-cycle partnerships from discovery through execution, coordinating cross-functional teams and vendor workflows.

- **Demand Generation:** Built qualified lead pipelines through consultative outreach and educational marketing programs, increasing new client acquisition
- **Revenue Growth:** Drove portfolio expansion through personalized account strategies that improved retention, strengthened customer relationships, and uncovered cross-sell opportunities
- **Campaign & Project Management:** Led multi-stakeholder digital launches across retail platforms, accelerating time-to-market and ensuring on-brand, conversion-focused execution

- Develop and execute integrated marketing and communications strategies: BCP Engineers & Consultants, an energy/engineering consulting firm, managing digital presence, client engagement, and multi-project workflows to support business growth.
- Lead Generation & Demand Marketing: Generated qualified opportunities through targeted digital advertising and campaign optimization, strengthening sales pipelines and accelerating business development
- Digital Engagement & Brand Management: Managed website and client communication platforms to improve brand consistency, streamline outreach, and support CRM-driven engagement workflows
- Process Optimization – Tested and evaluated project management software and streamlined internal project management.

Brands: Church & Dwight (Batiste), BCP Engineering and Consulting, Vinson Financial, Individual Life/Health Insurance Sales

SENIOR MARKETING CONSULTANT/ ACCOUNT MANAGER

2015 – 2022

TruChoice Financial – Remote

Led consultative marketing partnerships for independent insurance agents managing \$1MM–\$30MM in annual production, delivering growth-focused marketing strategy, event execution, and brand positioning while streamlining post-merger operations. Team leader driving market research, content development, and performance analysis to improve speed and decision-making.

- Revenue Growth & Client Engagement: Increased revenue and client satisfaction by delivering customized, data-driven marketing strategies aligned to agent objectives, strengthening relationships and accelerating business performance
- Producer Enablement & Productivity: Supported multimillion-dollar growth by equipping producers with marketing infrastructure, and performance tools that improved workflow efficiency and sales readiness
- Operational Excellence & Process Optimization: Improved organizational effectiveness by enhancing workflows, implementing enterprise project management systems, and strengthening compliance practices—driving consistency, accountability, and scalable operations

Earlier Roles:

Strategist /Account Manager/ Project Manager – Mike Delaune Consulting | Greater Atlanta Area | 2013–2015

- Led brand positioning and go-to-market strategy for clients in competitive markets, strengthening differentiation and supporting client acquisition through data-informed insight development and refined messaging strategy.

Management Supervisor – Ogilvy One | New York City & Atlanta | 2011–2013

- Directed integrated marketing operations for InterContinental Hotels Group, improving campaign execution and operational efficiency through workflow optimization and cross-functional team leadership.

Marketing Manager – Ogilvy One | NYC Metro Area | 2010–2011

- Led cross-functional teams to deliver trend-driven, data-informed marketing campaigns for education sector clients, increasing engagement and strengthening program adoption.

Account Supervisor – Colangelo (Omnicom Agency) | Greater New York City Area | 2007–2010

- Managed integrated campaigns for leading consumer brands including Bayer and Crest Spinbrush, driving 3X product growth, executing national retail transformations across 30K touchpoints, and earning recognition from the Adrian Awards for creative excellence.

EDUCATION

Bachelor of Arts in Corporate Journalism | Bachelor of Arts in Communication (Double Major)
Auburn University – Auburn, AL

Continuing education on emerging technology, leadership skills, and program management
LinkedIn Learning, YouTube, Coursera, and others.