

Mike Doute

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WORK EXPERIENCE

Espresso Consulting

June 2025 – Present

SEM Analyst

Remote

- Manage and optimize Google Ads and Bing Ads campaigns for national private equity firms, sustaining strong Q2 momentum and contributing to a 77% YOY increase in leads in July while reducing CPA by 46%.
- Partner with sales teams to refine lead nurturing workflows, improving conversion rates and sales pipeline efficiency.
- Produce weekly and monthly performance reports, providing data-driven insights to inform client strategy and executive decision-making.
- Update and optimize website content and landing pages to enhance lead quality, boost conversion rates, and align with paid search campaigns.
- Oversee analytics implementation and data compliance practices to ensure accurate tracking, reporting integrity, and adherence to client requirements.
- Author a weekly company newsletter summarizing key marketing and technology trends, keeping executives and employees informed of industry developments that impact business strategy.

Brimar Industries

May 2022 – June 2025

Content & SEO Manager

Remote

- Managed several e-commerce websites with hundreds of thousands of SKUs, overseeing SEO, product feed optimization, web content, analytics reporting, and promotional strategies to boost visibility and engagement.
- Collaborated with web and product teams to A/B test and implement new features, drive cross-channel revenue growth, improve UX, and launch product lines, achieving significant annual revenue increases.
- Directed social content creation with a team, managing graphic design, copywriting, consistently exceeding follower growth and engagement targets.
- Implemented comprehensive web analytics across platforms, developed dashboards for cross-team use, and optimized decision-making through data-driven insights.
- Managed Facebook ad campaigns and automated ABM outreach, generating SQLs for the internal sales team while consistently exceeding revenue and ROAS targets.
- Executed SEO and CRO auditing processes that led to a 14% year-over-year growth in organic search revenue.

InterCoastal Net Designs

March 2020 – May 2022

Digital Marketing Specialist

Ocean Isle Beach, NC

- Developed and executed successful SEO & PPC strategies for multiple clients, resulting in significant increases in website traffic, leads, and conversions.
- Managed high-budget Google Ads and Bing Ads campaigns, optimizing for cost-efficiency and maximizing ROI, achieving significant growth in paid search revenue and driving high-quality traffic for multiple clients.
- Consistently exceeded client expectations by delivering detailed and insightful reports on campaign performance, and proactively identifying opportunities to improve results and grow accounts.
- Designed and delivered presentations to diverse audiences including speaking at a major industry conference, effectively communicating complex ideas in an engaging and digestible manner.

Sage Island

August 2019 – March 2020

Marketing & Brand Strategist

Wilmington, NC

- Spearheaded marketing strategy for clients in multiple industries, overseeing SEM and social media campaigns, as well as directing SEO efforts for new website builds and redesigns.

- Collaborated closely with the sales team to generate KPI reports and develop compelling proposals for prospective clients.

InterCoastal Net Designs**July 2018 – August 2019***Digital Marketing Specialist**Ocean Isle Beach, NC*

- Increased client revenue by implementing innovative SEO, PPC, and email marketing strategies, while also taking the lead on SEO strategy for new website builds and redesigns.

EDUCATION

Eastern Michigan University**May, 2018***B.S. Public Relations, Minor in Journalism**Ypsilanti, MI*

- Served as VP of Professional Development for EMU's Public Relations Student Society of America chapter.
- Graduated summa cum laude.