

# MICHAEL BAKER

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[linkedin](#) · [facebook](#) · [website](#) · [instagram](#) · [email](#)

Utilize my digital proficiencies to enhance businesses online presence.  
Utilize my networking and social abilities to act as a liaison between digital, IT, owners, management and clients.

## EXPERIENCE

2017 – PRESENT

**DIGITAL DIRECTOR**, PINPOINT PROMOTIONS  
(FORMER CLIENT)

VISIT: [EXPERIENCEPINPOINT.COM](http://EXPERIENCEPINPOINT.COM)

- Created and maintain [custom Wordpress website](#)
- Branded and curate Facebook page, Youtube channel, Instagram & Email marketing initiatives
- Created [portfolio of work](#) to showcase experiential builds for clients like Manhattan Center, Proctor & Gamble, Jacksonville Jaguars, Pirelli, Crest and Swiffer
- Created highlight video for [iheartRadio Wango Tango event](#) from GoPro footage and a few stills
- Created and maintain custom Wordpress website for [Thrive at Home with Whitney Center](#)
- Created custom Wordpress website / web store for LiveNation VIP Experience venues with 300 products (private)
- Present data and analytics for company and client advertising campaigns
- Strictly Adhere to brand standards for every brand
- Developed and manage digital marketing campaigns for Pinpoint and clients
- Developed ideas for ways to implement digital initiatives into client projects and pitches
- Research, test and implement new technologies and tools to keep the company at the forefront of developments in digital marketing
- Continually analyze the digital presence of Pinpoint's core clients in an effort to provide strategies for how Pinpoint can be more of a digital partner for their marketing efforts
- Develop strategies to enhance client's social media presence and effectiveness
- Work with clients, agencies and internal teams to place digital advertising buys, and provide reporting with suggested improvements
- Manage both internal and external digital teams to efficiently execute the digital aspects of projects from ideation and creative to coding and roll-out

2001 – PRESENT

**FOUNDER, DIGITAL DIRECTOR, MICHAEL BAKER DIGITAL**  
(FORMERLY BAKERMEDIA)

**VISIT: [MICHAELBAKERDIGITAL.COM](http://MICHAELBAKERDIGITAL.COM)**

Sole proprietor, 20 years experience working with approximately 100 small & medium businesses, individuals, agencies and TV networks.

All leads, sales, project management, custom Wordpress websites, branding, motion graphics, video, social media, content creation, consulting etc. done by me personally.

Use of freelancers or outside vendors as needed.

***Featured clients:***

**Metro Star Properties** 2009 – present

visit: [metrostarproperties.com](http://metrostarproperties.com)

- Work direct with owner and VP of \$250m local company
- Created and maintain custom Wordpress [apartment rentals website](#)
- Created and maintain custom Wordpress [developer website](#)
- Created company branding
- Launched & manage all online digital properties
- Manage company reputation
- Created multiple campaigns, [landing pages](#)
- Created, wrote [The Downtown Blog](#)
- Manage up to 10k per month AdWords
- Present data and analytics for company and client advertising campaigns
- Created [drone video for New Haven, CT properties](#)

**Terranova Bakery** 2015 – present

visit: [terranovabakery.com](http://terranovabakery.com)

- Work direct with owners and VP of Famous Arthur Ave bakery gone wholesale
- Created and maintain custom Wordpress [website](#)
- Created e-commerce initiative to sell apparel and food products direct to customers
- Manage up to 2k per month AdWords
- Present data and analytics for company and client advertising campaigns

**Santa Energy Corporation** 2012 – 2018

visit: [santaenergy.com](http://santaenergy.com)

- Work direct with Marketing Manager and IT

- Created and maintain custom Wordpress Multisite for Santa Energy, Santa Fuel, Inland Fuel and Santa Buckley Energy under “one roof”, one login
- Train staff in Wordpress, Social Media
- [Created :30 local TV spot \(WFSB, WTNH\)](#)
- Created multiple seasonal campaigns, [landing pages](#)
- Created “The Fuel” blog section
- Manage up to 2k per month AdWords

**Nick Di Paolo** 2006 – present

visit: [nickdip.com](http://nickdip.com)

- Work direct with talent, agent, tv producers, manager and venues
- Created and maintain personal website
- Created personal brand
- Created and maintain live web-show website with gated paid tiered subscriptions
- Created live web-show video intro
- Facilitated [creation of live web-show set](#), sound booth, IT and technical set-up
- [Ghost writing / social media while on-air for DirecTV / Nick and Artie Show](#) (Artie Lange). Both in-studio and remote 5 days a week
- Facilitated monetization of YouTube channel
- Set up and curate all social media channels

**Peter Abrahams aka Spencer Quinn** 2007 – present

visit: [spencequinn.com](http://spencequinn.com)

- Work direct with New York Times best-selling author via Simon & Schuster
- Created and maintain custom Wordpress [personal website](#) and bookstore housing over 50 titles
- Created and maintain separate custom Wordpress [branded blog, social community](#) as voice of title character of award winning series “Chet the Dog”

*For Full List & More Information visit: [michaelbakerdigital.com](http://michaelbakerdigital.com)*

**1998 – 2004 (AS EMPLOYEE FROM 98-2000 & VENDOR FROM 2000-2004)  
MULTIMEDIA, WEB DESIGNER, ESPN**

- Completed 100 individual digital creative tasks for Affiliate Sales and Marketing
- Designed company’s first Intranet
- Helped create the Domestic and Affiliate websites
- Created Powerpoint presentations and templates for nearly every ESPN brand
- Created presentations for Disney, ABC & SoapNet
- Strictly Adhere to brand standards for every brand
- Created Powerpoint presentations for senior management presentations
- Created [short film to highlight company Intranet capabilities](#) (2004 – note I personally wrote, cast, acquired music, shot on-site, edited.)
- Created multiple print materials including one-sheeters, tickets and posters

- Created SportsFigures.com website
- Created Sports Figures spot for Disney DVD trailer inclusion
- Created multiple CD and DVD launch kits

## SKILLS

- **DIGITAL DIRECTION**

- Consulting
- Discovery
- Training / group
- Training one on one
- Speaking
- Webinar

- **DIGITAL SALES**

- **WEBSITES**

- CMS
- Content Management System
- Wordpress Self-hosted
- Wordpress Hosted
- SquareSpace
- WiX
- Drupal
- Proprietary fully custom website design

- **WORDPRESS**

- Custom Responsive (All device friendly) Wordpress
- Themes
- X Theme Cornerstone Visual page builders
- Plugins
- Revolution Slider
- Cornerstone
- Essential Grid
- Instagram Feed
- WooCommerce
- Yoast / All in One SEO
- Code Injection
- Find & replace
- Hosting
- Emergencies

- **SOCIAL MEDIA**

- Facebook Personal and Business Profiles
- Facebook Groups
- Facebook Events
- Instagram Personal and Business Profiles
- LinkedIn
- Youtube
- Twitter
- Snapchat
- Community growth
- "Voice" development
- Ghost writing
- Ghost posting
- Best practices for posting

- **DIGITAL ADVERTISING**

- Google
- PPC
- Display ads
- Remarketing lists
- Youtube preroll
- Pixel installation
- Facebook Ads
- Boost posts
- Power editor
- Custom audiences
- Upload customer list CSV
- Remarketing video views, page engagement
- Custom landing pages
- Data collection
- Jotform

- **GOOGLE**

- Search (SERP) Results

- Hacked sites next steps
- **DESIGN**
  - Adobe Photoshop
  - Adobe After Effects
  - Adobe Premiere
- **HOSTING**
  - Managed Wordpress Hosting
  - Automated backups
  - Staging area
  - Basic Self-serve Hosting
  - FTP
  - PHPMyAdmin
  - htaccess
  - 301 redirects
  - IT tasks
  - DNS
  - A Records
  - CName
  - Email
  - Email Forwarding
  - Gmail
  - Jotform
  - Bluehost
  - WPEngine
  - Godaddy
- **DOMAIN NAMES**
  - Best practices & considerations
  - Purchase
  - Auction
  - When it lapses / expires
  - Hosting
  - Network Solutions
  - Godaddy
  - Namecheap
- **EMAIL MARKETING**
  - Mailchimp
  - Constant Contact
  - Jotform
  - Facebook leads
- **WEBSITE MAINTENANCE**
  - Themes & plugins
  - Malware injection
  - Hacked old code
- Local pack results
- Analytics
- Search Console
- XML Sitemap
- Gmail
- Youtube
- **CUSTOM CODE**
  - HTML
  - CSS
  - PHP
  - JavaScript
  - MYSQL
  - ASP
- **E-COMMERCE**
  - WooCommerce
  - Shopify
  - Credit Card Gateway / Payment processor
  - Stripe
  - Paypal
  - Square
  - SSL Secure Socket
  - Digital Downloads
  - Shipping
  - FedEx
  - Inventory
  - Fulfillment
- **VIDEO / WEB SHOW**
  - Video creation
  - Editing
  - Motion Graphics custom using After Effects
  - Video hosting and platforms
  - Vimeo Pro
  - Video on Demand
  - Youtube
  - Instagram
  - Monetizing
  - Live Video
  - Equipment
  - Monetizing
  - iTunes
  - Connectpal
  - Self-hosted credit card gateway

- Google
- Yext
- **SEO (SEARCH ENGINE OPTIMIZATION)**
- Basics titles & descriptions
- White hat techniques
- Impact of Black hat techniques
- The evolving Google algorithm
- Local SEO
- Reviews
- Google My Business
- Yelp
- Tripadvisor
- Facebook
- Video dimensions, sizes, time lengths, file size restrictions, content restrictions formats per platform
- **PODCASTING / WEB SHOW**
- Live Audio
- Recorded, edited audio
- Equipment
- Monetizing
- iTunes
- Connectpal
- Self-hosted credit card gateway

## ACTIVITIES

My hobbies are building and fostering fun, educational and engaging online communities, motion graphics, social media and staying educated and on the edge of creative technology. I still doodle and draw cartoons. I run, lift, hike and when it is too cold I jump around my basement doing Beachbody on-demand. I'm big on clean eating and love to sip Scotch. I'm also a 200hr registered Yoga teacher and co-owner of a local pop-up studio with my wife. I love being a very hands on Dad and introducing my kids to S.T.E.A.M., physical fitness & nutrition, all things LEGO, Minecraft, Marvel, Disney, Spielberg and a good sense of humor.