



MICHAEL P. WONG

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PORTFOLIO

- <https://www.mikepwong.com>

DIGITAL MARKETING LEADER | WEB STRATEGY | LEAD GEN | AUTOMATION

A highly skilled digital marketing professional with over 10 years experience, and a proven track record in executing successful digital and PPC campaigns. Expertise spans web development, design, and social media (organic and paid), along with creating compelling videos, email campaigns, and lead generation strategies powered by automation workflows. Proficient in tools like SharePoint, Jira, Salesforce, HubSpot, Sitecore, and a variety of CMS platforms. Deep experience with CRM systems, Google AdWords, Google Tag Manager, Google Search Console, BrightEdge, Hootsuite, and Hotjar. Strong focus on UX/UI and branding, delivering integrated, data-driven digital strategies that enhance customer engagement and drive measurable results.

EXPERIENCE

Sr. Global Marketing Communications – Web / Ascend Performance Materials Houston, TX | June 2022 – Present

- Developed the core digital marketing ecosystem to help bring marketing qualified leads down the funnel into the sales lead cycle.
- Manage website assets and systems including ExpressionEngine, Craft CMS, WordPress, and HubSpot, ensuring functionality, performance, and user engagement.
- Lead development of new pages, templates, and components using HTML, CSS, and JavaScript to optimize UX/UI.
- Built HubSpot automation workflows that reduced manual lead handling by 50% and increased MQL-to-SQL conversion by 30% in under 9 months.
- Increased organic traffic by 45% YoY by implementing SEMrush-driven SEO strategy targeting high-volume, bottom-funnel keywords to improve rankings in the SERP.
- Spearheaded the migration of multiple websites to new CMS platforms, managing content transfer and ensuring minimal downtime.
- Integrating HubSpot with Microsoft Dynamics CRM for real-time lead tracking and better insights into the customer journey.
- Conducted website security reviews and worked with IT to ensure compliance with GDPR and web security standards.
- Identified a 28% drop-off in conversion path using GA and GTM data, leading to UX improvements that boosted lead form submissions by 22%.
- Managed digital strategies across multiple websites, including Ascend.com, CircularPolymers.com, Acteev.com, Poliblend, and Essetiplats.com.
- Launched targeted account-based marketing campaigns using LinkedIn and email automation.
- Setup and developed promotional campaigns for our Webinars and Blogs.
- Created a new AscendCares.com landing page showcasing all its initiatives and achievements.
- Optimizing our product finder application to easily read and research our various applications.

Web and Digital Marketing / Kelsey-Seybold Clinic

Houston, TX | September 2020 – June 2022

- Managed Kelsey-Seybold's public-facing websites using Sitecore and SharePoint, ensuring up to date content, SEO optimization, and design.
- Developed custom components and templates using HTML, CSS, JavaScript, and supported migrations of KelseyCare and Kelsey-Seybold websites.
- Boosted KelseyCare.com search rankings for high-priority terms, increasing organic traffic by over 25,000 visits/month using BrightEdge insights.
- Focused on developing and managing lead gen tactics and initiatives to help move our marketing leads into the sales funnel.
- Worked with sales teams to facilitate Salesforce forms and workflows, streamlining the lead generation process.
- Decreased bounce rate by 18% and increased time on site by 35% by integrating chatbots and streamlining visitor flows.
- Utilized Google Tag Manager and Google Analytics for advanced tracking and analysis of site traffic and user behavior.
- Improved campaign attribution accuracy by 40% through implementation and QA of Facebook, LinkedIn, and Instagram pixels.
- Performed QA testing for new web components and third-party tools, ensuring seamless integration and usability.

Digital Marketing / Arundo Analytics

Houston, TX | October 2018 – September 2020

- Managed website migration projects, ensuring smooth transition of all content, workflows, and assets to the HubSpot CMS/CRM system.
- Boosted landing page conversion rates by 40% and decreased bounce rate by 33% via UX redesign and performance optimization.
- Responsible for all branding and design initiatives for Arundo.
- Developed and executed SEO strategies using Google Analytics, SEMrush, and HubSpot tracking codes to improve organic visibility.
- Increased ad click-through rate by 2.3x and reduced cost-per-lead by 28% through A/B testing and segmentation in paid campaigns.
- Produced videos for webinars and social promos.
- Developed a new blog interface to enhance engagement and subscriptions.
- Produced and managed social media content across platforms via Hootsuite to enhance Arundo's online presence.
- Oversaw GDPR and ADA compliance in all digital marketing efforts.
- Synced qualified leads from HubSpot into Salesforce, ensuring a seamless integration between marketing and sales.
- Monitored and optimized website and campaign performance using Google Analytics, Google Tag Manager, and Hotjar.
- Managed digital marketing initiatives for Arundo's key products, including Edge, VFM, DataSeer, and Marathon.
- Utilized Jira to project manage all digital marketing efforts.

Systems Engineer III (External Relations) / MORI Associates (NASA)
Houston, TX | July 2017 – October 2018

- Responsible for transitioning traditional marketing efforts to a more digital approach.
- Managed custom web applications and CMS systems for NASA's External Relations Office, including Drupal, WordPress, and .NET platforms.
- Responsible for all NASA JSC intranet pages, including maintenance, development, and security compliance.
- Created the student, mentor and coordinators portal for the student internship program.
- Reduced internal process time by 70% with Salesforce-based tools supporting over 200+ users in real-time outreach operations.
- Managed the Nvite system to streamline event registration, communications, and workflows for NASA events.
- Developed micro-sites and web assets to support high-profile NASA initiatives such as Mission to Mars and Microgravity University.
- Led the implementation of a rebranding initiative across all ERO digital properties.
- Established performance tracking and analytics reporting for NASA's digital marketing efforts using Google Analytics and internal tools.

Sr. Digital Marketing / National Oilwell Varco
Houston, TX | February 2012 – July 2017

- Led the development of responsive, high-performance websites using HTML5, CSS3, JavaScript, and ASP.NET.
- Utilized the various digital marketing tactics and strategies to help sales and their initiatives.
- Managed the CMS environment, primarily Ektron, including content development, website migration, and SEO implementation.
- Drove a 125% ROI on Google Ads and increased lead quality by 35% via continuous PPC testing and performance tuning.
- Collaborated with internal teams to integrate CRM and CMS workflows to optimize lead generation efforts and user engagement.
- Developed and enforced digital branding guidelines across NOV's digital platforms.
- Managed SharePoint platform, overseeing content and digital asset management.
- Optimized NOV's websites using SEO best practices and performed site migrations with minimal downtime.
- Managed social media platforms using Spredfast and designed a strategy to boost engagement across LinkedIn, Facebook, and Twitter.

EDUCATION

University of Houston
Communications - Media Production
Completed 90+ credit hours

SKILLS

Web Development & Design:

- HTML5, CSS3, JavaScript, Bootstrap, jQuery, ASP.NET, PHP
- Responsive Design, Website Redesign, Web Migrations, Web Security, IIS Management
- Browser Compatibility, SQL, .NET Framework, App Development

Content Management Systems (CMS):

- Sitecore, Ektron, WordPress, HubSpot, Drupal, Craft CMS, SharePoint

Customer Relationship Management (CRM):

- Salesforce, Pardot, HubSpot, Microsoft Dynamics CRM, Marketo
- Marketing Automation Workflows, Lead Nurturing, Email Marketing Campaigns

SEO & Analytics:

- SEMrush, Google Analytics, Google Tag Manager, Google Search Console
- BrightEdge, Hotjar, Conversion Optimization, Keyword Research

PPC & Paid Media:

- Google Ads, LinkedIn Ads, Facebook Ads
- Paid Social Campaigns, Conversion Tracking

Social Media Management:

- Hootsuite, Sprout Social, HubSpot
- Social Strategy, Audience Engagement, Tracking Pixels

Compliance & Security:

- GDPR, ADA Compliance, Web Security, IT Compliance

Design & Multimedia:

- Adobe Photoshop, Illustrator, InDesign, Premiere, QuarkXPress
- Adobe After Effects, Final Cut Pro, Video Editing

WEBSITES & PROJECTS

<https://www.ascendmaterials.com>
<https://www.acteev.com>
<https://offers.ascendmaterials.com/ascend-cares-foundation>
<https://www.kesley-seybold.com>
<https://www.kelseycareadvantage.com>
<https://www.kelseycare.com>
<https://www.arundo.com/>
<https://www.arundo.com/products/dataseer>
<https://projectmarscompetition.com/>
<https://microgravityuniversity.jsc.nasa.gov/>
<https://www.nov.com>
<https://www.5thandsole.com/>
<https://www.fscu.com/>
<https://www.movemycard.com/>