

Michael D. Thomas

Sault Ste Marie, Michigan

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Relevant Work History

Director of Marketing *November 2018 – Current*

Bay Mills Resort & Casinos - *Brimley, MI*

- Oversee the planning and operations of the marketing department
- Developing marketing plans and strategies to stabilize market share against competition
- Creating new programs to evaluate metrics with better marketing analytics
- Study key performance indicators to find opportunities for growth within our database and through surveys and feedback of our demographic population
- Constructing new email program to increase direct marketing efficiencies for timelier and cost-effective customer communication
- Building digital and social media program to improve engagement with customers and the community using untapped channels
- Direct team members in the development of all media and direct marketing efforts
- Working to unify the property brand to deliver a consistent message to multiple audiences
- Realigning advertising, promotions, and player development efforts for market challenges
- Write copy and scripts for media and production efforts
- Partnering with other community businesses and organizations to create collaborative efforts in drawing new visitors to our region
- Report on marketing efforts and outcomes to the Council
- Communicate marketing efforts internally to keep all employees informed and up to date on latest events
- Responsible for the development and maintenance of the annual marketing budget
- Developing team members to take on management positions
- Ensure compliance with all policies and procedures

Freelance Writer/Communications *November 1999 - Present*

- Copywriting for press releases, executive summaries, media kits, and scripts
- Freelance writer of magazine articles
- Technical writer for manuals and publications
- Public and media relations and communications consulting
- Worked with Gratiot County Emergency Management Team as PIO and CERT Coordinator
- Featured writer for MidMichigan Living

Director of Marketing *September 2015 – July 2018*

Little River Casino Resort - *Manistee, MI*

- Oversaw the marketing department (including but not limited to: Advertising, Promotions and Events, Entertainment, Direct Marketing, Player Development, Players Club, and Group Sales)
- Created strategies to increase casino's share of wallet amongst competition in the region
- Coordinated marketing efforts with other departments
- Executed headlining entertainment and special events on property

- Approved radio and television commercial scripts and production
- Wrote copy, scripts, and speeches for the property to create consistent message
- Designed and approve monthly promotions and drawings
- Was public relations contact for all inquiries regarding the property and worked with media to develop stories of interest about the resort
- Determined effectiveness of our marketing efforts using surveys and system metrics
- Served as the Public Information Officer as part of the enterprise's emergency management team
- Approved all requisitions for purchase and production of marketing materials
- Launched the LRCR Pandora branded station (one of their most successful)
- Developed tribal and preference candidates to take on management positions
- Participated in the Raving Consulting redesign of our player development efforts
- Developed Amazon Alexa skill for casino's events in the flash news briefing (first casino to do so)
- Prepared and presented marketing reports to the board
- 2014 entertainment program garnered IEBA Casino of the Year
- 2015 internal and external campaign highlighting the renovation rollout
- 2018 created new app and web portal that tied into player information
- Supported organizational training efforts

Senior Marketing Manager (Interim Director of Marketing) *June 2009 – September 2015*
Little River Casino Resort - Manistee, MI

- July 2015 called upon to cover the duties of the department director
- Approved and edit radio and television commercial scripts and production
- Wrote copy, scripts, and speeches for the property to create consistent message
- Social media administrator for Facebook, Twitter, Pinterest, and other channels
- Designed, programmed, and executed monthly promotions and drawings
- Worked with local media to develop stories regarding the property
- Determined effectiveness of our marketing efforts using surveys and system metrics
- Authorized all direct mail production and design database matrices
- Approved all requisitions for purchase and production of marketing materials
- Executed headlining entertainment and special events on property
- Participated in the Raving Consulting redesign of our player development efforts
- Prepared (and sometimes present) communications reports to the board

Director of Marketing *September 2006 - April 2007*
DiamondJacks Casino Resort - Bossier City, LA

- Supervised operations and mission of the marketing department
- Determined the effectiveness of media endeavors and reallocated dollars where needed
- Negotiated monthly headlining entertainment contracts and riders
- Point person for all media inquiries
- Ensured compliance with Louisiana Gaming Office
- Worked in conjunction with the Regional Vice President of Marketing
- Coordinated initial marketing “look and feel” for the Bossier City property
- Approved and developed all budgets and spending to maintain a healthy EBITDA

- Oversaw direct mail offers to tiered patron groups using our Rewards Club database
- Compiled reports of marketing and sales efforts for corporate review

Communications Manager *December 2003 - September 2006*

Soaring Eagle Casino & Resort - Mt. Pleasant, MI

- Worked with radio and television stations to provide special promotions for casino events
- Wrote press releases for the property and was point person for press inquiries
- Approved all media, scheduling, and in-house collateral budgets and spending
- Floor/operations manager for the Outdoor Sizzling Summer Concert Series
- Prepped radio and television commercial scripts for each scheduled performer
- Produced an internal newsletter outlining activities on property each day
- Deployed Soaring Eagle direct mail offers to tiered patron groups
- Approved all requisitions for purchase and production of marketing materials
- Acted as master of ceremonies for promotions, tournaments, or special events

Graphic Artist/Communications Coordinator *June 2001 - December 2003*

Soaring Eagle Casino & Resort - Mt. Pleasant, MI

- Designed, wrote, and distributed print advertising to over 20 publications
- Designed and wrote copy for floor promotions collateral/in-house material
- Coordinated print collateral with our ad agency and printer
- Produced video segments for in-house plasma displays and outdoor LED signage
- Worked closely with promotions manager to develop new promotions and events

Mac and PC Training and Support Specialist *July 2000 - June 2001*

Alma College - Alma, MI

- Wrote new user training and orientation manual and materials
- Trained incoming students on the operation of the computer labs
- Mac hardware and software support
- Designed and implemented an Access database for use in help desk support

Communications Specialist *March 1999 - November 1999*

Northern Michigan Regional Health System - Petoskey, MI

- Provided art direction for the hospital and affiliates and developed the new corporate logo
- Pre-press design for newspaper, magazine, internal newsletters, signage, and annual reports
- Implemented of the new marketing strategy and creation of fund-raising collateral
- Proofed and edited newsletters and annual reports
- Coordinated press bids among assorted printers

Application Support Analyst *July 1997 - March 1999*

Northern Michigan Regional Health System - Petoskey, MI

- Supported 30 applications on property
- Maintained upgrade cycle through the Y2K concern

Bachelor of Applied Arts

Graphic design & three-dimensional design (minor in art history)

Central Michigan University - Mt. Pleasant, MI: 1995 Graduate

Associate of Arts

English with emphasis in writing

North Central Michigan College - Petoskey, MI: 1992 Graduate

Federal Emergency Management Institute

Federal Emergency Management Agency - Online Training 2008-2012

Multiple Certifications for National Incident Management System (NIMS)

Specializing in courses for Public Information Officer training

IS 100.a, 102, 200.a, 230, 242, 244, 247, 250, 300, 317, 400, 700, 702, 703, 775, 800.b, 802, 805, 807, 860

State of Michigan Emergency Management

NC4 Public Sector Software: Michigan E-TEAM Application Training

2008 Citizen Corps Training Forum - *Traverse City, MI*

2009 Citizen Corps Training Forum - *Mt. Pleasant, MI*

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