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AT A GLANCE

A disciplined marketer, teambuilder and creative problem solver that challenges assumptions and focuses on analytics to drive results and exceed sales and marketing goals.

KEY SKILLS

Marketing plans
Advertising
Event management
B2B and B2C Sales
Social media marketing
Corporate branding
Public relations
Team building
Account management
Web traffic strategies

EDUCATION

Degree: Bachelor of Arts
Major: Public Relations
Minor: Psychology
Northern Michigan
University, Marquette, MI

EXPERIENCE

Sangoma Technologies

Neenah, WI

Marketing Manager/Channel
Marketing Manager - Americas
December 2016 - November 2019

*\$100 million Global VoIP
Manufacturer*

ROLE:

Sangoma grew from \$20M to 100M from 2016-2019

Managed a 5-person marketing team. Responsible for implementing social media, website management, corporate branding and 800K marketing budget.

Accepted role of channel marketing manager for the Americas in 2019. Responsible for merging two separate global dealer channels into one program while meeting recruitment goals.

RESULTS:

Implemented a successful social media program that grew from a few hundred followers to over 5.5K on Twitter, 8K on LinkedIn and 1.5K on YouTube.

Restructured branding and reseller brand identity. Created new brochures, webpages and newsletter to reflect the new program. Built and grew relationships with over 40 global distributors.

Exceeded recruitment for last quarter.

MasterGraphics Inc.

Waukesha, WI

Marketing Manager
April 2006 - October 2016

\$30M regional CAD software and services firm catering to AEC

ROLE:

Drove corporate & division branding
Managed \$300,000 annual budget, and annual marketing plans for two divisions & master brand

Developed and implemented content strategy that includes live & online events, direct marketing, social media, public relations, advertising, case studies, white papers, and ROI tracking

RESULTS:

Launched websites for three corporate brands/service divisions

Managed quarterly marketing plans realizing 200% ROI

Consistently achieved 10% marketing budget savings by prioritizing tactics, successful vendor negotiation, and maximizing vendor credits

Introduced social media strategy increasing website traffic 32% in one year

Implemented a marketing automation platform increasing email open rates by 8% and click through rates by 10%

Sales Experience

Bath Fitters

Waukesha, WI

Account Manager
2005 - 2006

Evaluated customer's needs during in-home visits and made recommendations based on dimensions, needs and customer's budget.

Of Note: Exceed overall sales quota.

AEC CADCON, INC/ Information Solutions

Milwaukee, WI

Account Manager
2000 - 2005

Generated leads through cold calls and local marketing campaigns to the AEC and Civil Engineering markets in WI, and IL. Used a consultative sales approach to build relationships and trust into new accounts.

Of Note: Brought in new complimentary product line to enhance sales penetration to existing clients.