

# MIKE G. RINELLA

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## EXPERIENCE

### **Jabil | Saint Petersburg, Florida**

**Senior Marketing Specialist** June 2023 -- Present

- Led the customer-facing launch and growth of Supply Chain Services for a Fortune 200 contract manufacturing corporation. Backed by the CEO's long-term growth plans, I manage all advertising, marketing partnerships, and new platform integration. Also qualify leads and collaborated with sales team to grow efficiently.

### **Stinger | Clearwater, Florida**

**Content & Partnership Manager** September 2020 – March 2023

- Managed the launch and growth of Jeep & Truck DTC brand. As the face of Stinger Off-Road, I developed all influencer and industry partnerships while owning all organic content creation and assisting with new product development to reach nearly \$10 million in annual revenue within 2 years. Launched and developed growth plans for social media, forums, events, blogs, and a brand ambassador program.

### **Cox Media Group | Saint Petersburg, Florida**

**Digital Campaign Manager** July 2018 – September 2020

- Senior digital expert for the highest grossing digital market in Cox Media Group. Leading digital strategy for local and national advertising partners in the automotive and service industries. Mentoring sales and fulfillment teams to execute and optimize campaigns including paid search, social, SEO, display, remarketing, and more.

### **Trickey Jennus | Tampa, Florida**

**Digital Marketing Specialist** May 2018 – July 2018

- Executed digital expansion efforts for a primarily traditional advertising agency. Served as a subject matter expert for online advertising strategy. Responsible for the analysis and optimization of paid search, paid social, display, video, and remarketing campaigns. Collaborated with overall branding initiatives and strategy.

### **Catalina USA | Saint Petersburg, Florida**

**Account Manager** October 2017 – May 2018

- Responsible for account management, implementation, and tracking of nationwide in-store advertising for major retailers and suppliers. Utilizing consumer data and shopping behavior to partner with manufactures and increase overall in-store sales. Experienced on multiple platforms with a focus on sensitive product categories.

### **Chacka Marketing | Tampa, Florida**

**Senior Digital Media Specialist** October 2015 – October 2017

- PPC search and social account manager for Fortune 500 companies with multi-million dollar annual budgets. Managed ecommerce, branding, and remarketing efforts for retail, fashion, and powersports accessory brands. Managed advertising campaigns that *Rolling Stone* reported out-sold retail giants like Amazon by 300%.

## EDUCATION

### **Harmon College of Business at the University of Central Missouri**

**May 2013** BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION **Marketing**

- Accredited by the Association to Advance Collegiate Schools of Business.