

Michael Ramsey

Senior Digital Marketing Professional | Digital Director

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Please visit michaelramsey.ca to view my full interactive digital resume, featuring dynamic skill breakdowns and deeper project histories.

PROFILE

I'm a **Digital Director** with 20 years of experience helping everyone from local shops to global brands build powerful "Sales Engines." My specialty is connecting the dots between big creative ideas and the technical "under the hood" work that actually makes them run. Whether I'm managing high-budget **performance media** or setting up **international data governance**, my goal is always the same: making sure every marketing dollar is clearly tracked to real-world results.

Lately, I've been obsessed with "AI-First" thinking—specifically how **Generative Discovery (GEO)** and new privacy rules are changing the game. I love the puzzle of staying ahead of the curve and mentoring teams to do the same. For me, it's about more than just the tech; it's about building efficient, human-friendly systems that can scale. I thrive on that intersection of **operational efficiency** and clever strategy, and I'm always looking for the next technical challenge to solve.

CORE COMPETENCIES & TECHNICAL PROFICIENCIES

Strategic Search & AI (GEO/AEO)

- **Generative Discovery:** Testing and securing brand visibility within AI-generated overviews, LLMs, and conversational search interfaces (RAG/Citation Strategy).
- **Technical & Enterprise SEO:** Deep expertise in structural search requirements, Core Web Vitals, complex Schema markup, and international Hreflang logic for complex global websites.
- **Local Search & Intelligence:** Dominating map optimization for multi-unit national brands and reverse-engineering competitor visibility strategies.

Data Privacy, Analytics & Performance

- **Advanced Tracking & CAPI:** Architecting server-side Google Tag Manager containers and Conversions API integrations for Meta to bypass browser limitations.
- **Consent Governance:** Deploying Consent Mode v2 and managing global compliance via OneTrust/CookieYes, executing automated cookie audits for international portfolios.
- **Analytics & CRM:** GA4 event-based tracking, Conversion Rate Optimization (multivariate testing), and HubSpot automation to map top-of-funnel spend directly to bottom-line revenue.

Paid Media & Performance Strategy

- **Media Buying:** Managing large-scale campaigns across Google/Bing Ads, Paid Social (LinkedIn, Meta), Programmatic/RTB (Demand Side Platforms), and Connected TV.
- **Ad Automation:** Building custom JavaScript solutions to automate budget management, tactical bidding, and performance alerts at the MCC level.
- **Lifecycle Marketing:** Designing advanced email drip campaigns and personalization layers across Salesforce Marketing Cloud and Klaviyo.

Technical Systems & Automation

- **AI Workflows:** Building AI-driven workflows for organic analysis and privacy auditing, currently expanding into CLI tools and MCP servers.
- **Web Technologies:** Proficient in JavaScript, PHP, MySQL, and Python for data processing, web scraping, and deploying custom tracking logic.

- **Infrastructure & Data:** Managing traditional LAMP/LEMP stacks and Docker containerization on Google Cloud; advanced Google Sheets/Excel modeling utilizing Apps Script for dynamic reporting.

Leadership & Operational Excellence

- **Team & Client Strategy:** Overseeing multi-disciplinary teams, maintaining morale, and translating complex technical execution into executive-level business goals.
- **Process Engineering:** Streamlining internal operations by building clear delivery standards and automated systems that allow agencies to scale without sacrificing quality.

PROFESSIONAL EXPERIENCE

RedRhino

Digital Director

Jan 2019 – Present

red-rhino.com

Directed the agency's digital strategy and technical integrity through a "Sales Engine" framework—a performance-first approach integrating siloed digital tactics into cohesive revenue systems for global enterprises and SMBs.

- Oversee high-scale Paid Media, architecting full-funnel strategies across SEM, Programmatic, and Paid Social utilizing custom Google Ads Scripts.
- Orchestrate sophisticated automated Email Marketing journeys and personalization within HubSpot, Salesforce Marketing Cloud, and Klaviyo.
- Lead the technical evolution into the "AI-First" era, pioneering Generative Engine Optimization (GEO) services to secure client brand authority within LLM search results.
- Serve as the lead architect for privacy-centric tracking, implementing Server-Side GTM, CAPI, and managing global compliance (Consent Mode v2) for international retailers.

tbk Creative

VP Digital

Sep 2016 – Nov 2018

tbkcreative.com

- Focused on transforming agency operations through advanced MarTech and automation, saving thousands of manual hours via automated pacing and reporting frameworks.
- Led the digital team in standardizing high-performance service delivery across SEO, paid media, and CRO.
- Acted as the technical solutioning lead for enterprise sales, translating complex technical needs into statements of work and securing new high-value contracts.

Reprise Media

Associate Director, SEO | SEO Manager

May 2014 – Aug 2016

reprisemedia.com

- Navigated technical complexities of enterprise-level SEO for international brands (automotive, telecom, pharma), ensuring recommendations were implemented across massive CMS environments.
- Led an in-house team of specialists, fostering a culture of technical rigor and data-driven reporting.
- Developed custom automation scripts to improve paid campaign efficiency and provided integrated cross-channel reporting for multi-million dollar media mixes.

TechWyse

SEO Manager

Sep 2012 – May 2014

techwyse.com

- Managed the operational scalability of search services, training off-shore teams in India to deliver sound SEO to hundreds of local and international clients.
- Acted as the primary PHP/MySQL technical lead for resolving critical client indexation roadblocks.
- Provided strategic product contribution for the agency's internal MarTech and lead-tracking software.

The Successful Investor

Webmaster / Digital Marketing

Oct 2010 – Sep 2012

tsinetwork.ca

- Tripled organic search traffic within months via technical overhauls and full-stack WordPress management.
- Managed high-volume email operations (70k+ subscribers), utilizing rigorous split testing to reverse declining subscriber trends and significantly increase premium conversions.

Greentea Design

SEO / Digital Marketing

Jan 2005 – Sep 2010

- Spearheaded digital growth for an international retailer, scaling U.S. organic revenue to become the primary income source.
- Founded KaizenSEO, an internal specialized group managing digital marketing for a diverse portfolio of external clients ranging from real estate to e-commerce.

EDUCATION

York University

Bachelor of Arts (Honours). Major: Philosophy | Minor: East Asian Studies

Graduated Spring 2008