

# Mike Finkle

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## EDUCATION:

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M.S. Broadcast Journalism, Northwestern University, Medill School of Journalism (1992)  
B.S. Photojournalism, Boston University, College of Communication (1986)

## EXPERIENCE:

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### COMMUNICATIONS MANAGER

**Advanced Math & Science Academy, Marlborough, Mass.**

November 2016 – Present

- Developed comprehensive communications program for Middle/High Charter School to engage community and showcase school programs, achievements, people, and culture
- Use an array of digital channels and media to produce authentic stories illustrating AMSA life.
- Developed new school website to improve usefulness for constituents and establish as a communications hub.
- Launched new communications vehicles including “This Week at AMSA” e-newsletter that previews and recaps school news, and “Core Values in Action” video series that spotlights people who embody AMSA’s values.

### MARKETING CONTENT & SOCIAL MEDIA MGR

**Verisae, Westborough, Mass.**

February 2016 – November 2016 (company acquired)

- Created targeted marketing content to drive visits, subscribers, and leads for IoT software firm.
- Planned, researched, wrote and published regular blog to maintain thought leadership in various vertical markets.
- Managed company’s social media channels with daily posts highlighting company solutions.

### MARKETING COMMUNICATIONS SPECIALIST

**Aspen Aerogels, Northborough, Mass.**

July 2006 – February 2016

- Built and managed marketing communications program for industrial insulation manufacturer – creating effective, targeted, customer-centered marketing materials and tactics that helped increase sales and market share year over year.
- Responsible for collateral materials, global tradeshow, direct and email marketing campaigns, website, print advertising, media relations, multimedia production, social media marketing, literature/sample fulfillment operation, and project databases.
- Introduced content marketing strategies to deliver high-value content to targeted audiences, building engagement and leads through dedicated landing pages.

### MARKETING COMMUNICATIONS DIRECTOR

**Massachusetts Lodging Association, Boston, Mass.**

June 2003 – July 2006

- Developed strategies to market events/initiatives to association members and consumers.
- Managed website, print and electronic marketing communications, newsletters, and lodging directory.

- Introduced integrated campaigns – direct email and mail, direct fax, micro-sites – delivering targeted, measurable results.
- Redeveloped website into a marketing tool for members, implementing advertising opportunities and consumer-oriented features.

#### **EMPLOYEE COMMUNICATIONS MANAGER**

**General Dynamics Advanced Information Systems, Pittsfield, Mass.**

June 2002 – January 2003

- Developed communications vehicles to deliver product, industry, and business news to three facilities.
- Redesigned intranet and created companion e-newsletter, implemented new print newsletter, wrote and edited articles, managed intranet news sites, and coordinated employee meetings and other face-to-face activities between leadership and employees.

#### **COMMUNICATIONS MANAGER**

**Aerojet, Sacramento, Calif.**

July 1998 – June 2002

- Devised and executed communications strategies for aerospace-defense contractor, targeting key customers including prime contractors, government, and military.
- Handled internal and external communications including marketing materials, news releases, employee communications, trade show exhibits, websites, videos, and special events. Supervised staff of three specialists.
- Initiated new process for producing marketing collateral materials and trade show displays, better aligning both with needs and goals of business development group.
- Redeveloped website to more effectively provide product/capabilities information to customers and trade media.
- Created and wrote employee newsletter and weekly news summary, significantly improving internal communication and employee awareness.

#### **MARKETING COMMUNICATIONS MANAGER**

**Cadwell Laboratories, Kennewick, Wash.**

February 1996 – July 1998

- Strategized, produced, and wrote all marketing communications for manufacturer of neurophysiology instruments, targeting physicians and clinicians, including direct mail, collateral materials, advertising, and website.
- Created product technical manuals and online help systems. Coordinated trade shows and educational workshops. Tracked leads for sales force. Supervised graphic designer and meetings planner.
- Managed complete communications for launch of new product line, including print advertising, direct mail, collateral materials, trade show exhibit, and technical manuals.
- Developed company's first website, steadily increasing overall sales leads.

#### **CREATIVE DIRECTOR**

**Ultimedia, Kennewick, Wash.**

June 1995 – January 1996

- Directed creative process in developing targeted marketing materials and media relations strategies for ad agency clients. Wrote all print and broadcast ads, marketing brochures, video scripts, and news releases.
- Created campaign to attract businesses to Pasco, Wash., including magazine ads and new TV commercial.

- Developed multi-pronged media relations plan for new community policing program, increasing announcements related to the program.

**HEAD COPYWRITER/MEDIA RELATIONS COORD.      Steve Dahl & Associates, Yakima, Wash.**

June 1993 – June 1995

- Researched, wrote, and edited print and broadcast ads, news releases, marketing brochures, annual reports, newsletter articles, and scripts for ad agency clients.
- Created marketing videos from concept to post-production. Planned and executed media relations strategies. Supervised freelance writers.
- Conceived and wrote series of print ads for a home nursing program and hospital, resulting in increased awareness and leads.
- Wrote series of radio, newspaper, and magazine ads for Boise Cascade timber company, resulting in high recall among test groups and several advertising creative awards.
- Launched and conducted national trade media campaign for Tree Top Ingredient Division, substantially increasing editorial placements.

**PHOTOGRAPHER AND MARKETING WRITER      City of Boston, Mass.**

July 1988 – September 1990

- Photographed and wrote articles about city events for Mayor's Office, Parks & Recreation Department, and other agencies.

**CHIEF PHOTOGRAPHER      The Transcript, North Adams, Mass.**

June 1986 – June 1988

- Shot, processed, and edited all major spot news, feature, and documentary photography for daily newspaper. Supervised freelancers and managed department budget.