

Mick Bassett

VP of MARKETING & BRANDS-----

Marketing leader with 10+ years experience leading and managing marketing teams and initiatives across a diverse range of businesses. Strategic and tactical know-how to drive difference-making marketing actions in all phases of an organization. Equipped with creative, analytical, and interpersonal skills to deliver meaningful results. Extensive experience across a broad swathe of marketing activities, including developing and executing brand and go-to-market strategies, paid media, content production and distribution, management processes, org alignment, and more. A motivated leader with strong communication skills, business acumen, and a love for working with diverse groups of people to achieve the common goal of building impactful products and companies together. A people-first approach with high ethical standards who gets results the right way.

SKILLS-----

Branding - Strategic Planning - Advertising - Content - Design - Data Analysis - SEO/SEM - Email - Social Media - Influencer - UX - CRO - PR - Org & Team Building - Lead Generation - Customer Journey - Biz Dev - Sales Enablement

NOTABLE PROFESSIONAL EXPERIENCE-----

Bespoke Labs - Detroit, MI

VP of Marketing & Brands — 2020 to Present

Joined during COVID crisis to lead marketing and branding initiatives for one of the largest print-on-demand facilities in the US and its subsidiary brands. Established new brand strategy and org alignment initiatives. Rebuilt marketing and sales teams to better support and scale operations.

- *Led brand marketing strategy and execution for 8 owned B2B & B2C brands*
- *Executed full rebranding and repositioning of top business unit — CustomCat*
- *Created Bespoke Labs parent brand to unify org mission & nurture high-value partnerships*
- *Overhauled front end systems, lead generation processes, pricing strategies*
- *Led and executed go-to-market strategy for DIGISOFT™ print technology brand*

BUSTEDTEES.com - Traverse City, MI

Digital Marketing Director -> CEO — 2018 to 2020

- *Presented growth plan to fix, repair, & grow newly acquired brand in decline - appointed CEO*
- *Relaunched once-iconic brand with new website, products, & brand experience*
- *Delivered triple digit revenue growth YoY with improved profit margins*

Hagerty Insurance - Traverse City, MI

Search Engine Marketing Analyst — 2016 to 2018

- *Launched and managed new PPC program across domestic & international biz units*
- *Delivered double-digit revenue increases w/ lower CPA - contributed 1/3+ of new digital revenues*

LEVELELEVEN - Detroit, MI

Marketing Manager — 2014 to 2015

- *Oversaw organic search, content, & paid media efforts which contributed to triple digit revenue growth YOY*

Brand Labs - Rochester, MI

Strategist -> Strategy Manager — 2013 to 2014

- *Promoted to lead internal strategy team - revamped product offerings to improve process & profitability*

EDUCATION-----

University of Michigan - Ann Arbor, MI — *B.A. English* - 2012