

# Mick Bassett

+313-610-4900 · mick.bassett.hq@gmail.com · mickbassett.com  
Farmington Hills, MI, 48336

---

## VP of MARKETING & BRANDS

Strategic Marketing leader with over a decade of experience in driving transformative brand and marketing initiatives. Specializing in harmonizing business goals with innovative marketing strategies, I have a proven track record of propelling companies to their peak performance. My approach blends bold creativity with sharp analytical skills, ensuring that every campaign delivers substantial and sustainable growth. At the helm of brand and marketing strategy at Bespoke Labs, I have been instrumental in generating hundreds of millions in revenue over four years while improving profitability, reflecting a deep commitment to efficiency and effectiveness. My integrity, collaborative spirit, and ability to foster positive workplace cultures have consistently elevated teams and organizations to new heights of success.

---

## KEY COMPETENCIES

Performance Marketing  
Strategy & Analysis  
Brand Marketing

Growth & Acquisition Channels  
Customer Retention/Activation  
Communications & Messaging

Content & Creative  
Design & Development  
Data, Analytics, & KPIs

---

## PROFESSIONAL EXPERIENCE

### **BESPOKE LABS**

*VP of Marketing & Brands*

Detroit, MI

*May 2020–Present*

Leading all marketing, branding, and creative initiatives for a large print-on-demand manufacturing company and its six owned B2B and B2C brands. Role purview includes overseeing and executing brand strategy, acquisition channels, retention efforts, content and creative, web development/UX, web analytics, and ops support.

- Helped achieve 20% YoY growth rate while improving efficiency and profitability for key brands
- Developed and executed org brand strategy to unify mission/message, and align business units with market and product opportunities.
- Executed several successful key marketing builds, highlighted by:
  - CustomCat - Rebrand and repositioning of top revenue business unit
  - DIGISOFT® Print Technology - Brand build + go-to-market execution for key new offering
  - Bespoke Labs - Developed & built corporate brand to unify org initiatives
- Overhauled front end systems, lead generation processes, and pricing strategies.
- Supported acquisition and retention with a wide array of videos, tutorials, photos, blog articles, press releases, landing pages, graphics, etc.
- Successfully launched new channels and initiatives including subscription pricing, affiliate and influencer channels, email sequences, and more.
- Led a team of 6-8 direct reports.

## **BUSTEDTEES (PART OF SUNFROG SOLUTIONS)**

*CEO (BustedTees)  
Digital Marketing Director*

Traverse City, MI  
May 2019–April 2020  
January 2019–May 2019

Recruited as Digital Marketing Director, primarily leading paid media initiatives for portfolio brands. Presented ownership with growth plan for a newly acquired brand, BustedTees, and subsequently promoted to CEO (i.e. head of the business unit), managing operations for the business unit.

- 200% YoY revenue growth while improving profit margins.
- Successfully migrated and launched new website with 5000 products.
- Improved customer satisfaction and retention - generated hundreds of new reviews - averaging 4.5 stars

## **HAGERTY INSURANCE**

*Search Engine Marketing Analyst*

Traverse City, MI  
2016–2018

Company's lead SEM resource reporting to the VP of Digital Commerce. Worked across all business units company-wide as well as directly with executive teams.

- Responsible for building and managing new in-house paid search program, resulting in 40% YOY revenue growth while lowering CPA 13% – accounting for 33% of all new direct web business.
- Attained the number one organic search ranking for top keyword “classic car insurance,” and other top phrases, resulting in double digit organic lead growth each year.

## **LEVELEVEN**

*Marketing Manager*

Detroit, MI  
2014–2015

Second marketing hire at fast paced Detroit Venture Partners portfolio startup. Tasked with improving organic and paid search performance principally through digital strategy development, content creation, media management, and data analytics.

## **BRAND LABS**

*Strategy Manager  
Online Marketing Strategist*

Rochester, MI  
2013–2014  
2013

Developed and implemented marketing and business development strategies for Ecommerce business accounts. Promoted to Strategy Manager with the task of overseeing the in-house marketing team while developing new products, streamlining internal processes, improving service quality, and aiding in new business acquisition.

---

## **EDUCATION**

**University of Michigan - Ann Arbor**  
Bachelor of Arts in English - 2012