

Mick Bassett

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Strategic Marketing Leader | VP of Marketing & Brands

As a dynamic and results-driven marketing leader, I specialize in leading transformative brand and marketing initiatives that fuel growth, drive profitability, and shape organizational identity. I am adept at aligning business objectives with innovative marketing strategies, optimizing brand performance, and spearheading initiatives that resonate with diverse audiences.

My leadership at Bespoke Labs has driven consistent growth while streamlining operational efficiency, enabling cross-functional teams to excel. I've successfully launched multiple high-impact brands, rebranded key business units, and built go-to-market strategies that have expanded revenue streams. My expertise spans growth and acquisition channels, retention strategies, content creation, creative direction, and team leadership.

With a passion for data-driven decision-making and a deep commitment to mentoring high-performing teams, I thrive in environments where creativity meets strategy. I'm always looking for new ways to leverage emerging technologies and AI tools to enhance productivity and ensure every marketing effort aligns with both immediate and long-term business goals.

KEY COMPETENCIES

Brand Strategy & Positioning
Go-to-Market Strategy
Creative Design & Direction

Growth & Acquisition Channels
Retention Marketing
Content Creation

Team Leadership
Data-Driven Decision Making
Performance Optimization

NOTABLE PROFESSIONAL EXPERIENCE

BESPOKE LABS

VP of Marketing & Brands

Detroit, MI
May 2020–Present

As the VP of Marketing & Brands, I lead the strategy, execution, and creative direction for a large print-on-demand manufacturing company and its owned B2B and B2C brands. My role encompasses overseeing brand strategy, acquisition channels, retention efforts, content creation, web development/UX, web analytics, and operational support.

- **Drove 20% YoY growth** for key brands by optimizing marketing strategies and streamlining operations, improving both efficiency and profitability across the business.
- Spearheaded the **rebranding and repositioning** of *CustomCat*, the company's top revenue-generating business unit, resulting in a refreshed brand identity and **50% revenue growth**.
- Led the **go-to-market strategy** and execution for *MOQ1*, launching the new brand with a comprehensive marketing plan that captured significant market attention and boosted product adoption.
- Developed and executed the corporate brand strategy for *Bespoke Labs*, unifying the company's mission and aligning business units with market opportunities, helping reinforce organizational identity across all touchpoints.

- Implemented **AI-driven tools and processes**, significantly increasing marketing efficiency and boosting output, while optimizing creative workflows and data analysis.
- Introduced and optimized **new marketing channels**, including subscription pricing, affiliate programs, influencer partnerships, and email automation sequences, all contributing to the expansion of the company's digital footprint.
- Oversaw a lean, yet high-performing team, fostering a culture of collaboration and mentorship.

SUNFROG SOLUTIONS

Business Unit CEO (BustedTees)
Digital Marketing Director

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

Promoted from Digital Marketing Director to CEO, where I led the turnaround and growth of the BustedTees brand. Managed operations, marketing strategies, and a team, focusing on scaling the business and improving profitability.

- **Achieved 200% YoY revenue growth**, significantly improving profit margins through strategic marketing initiatives and operational optimizations.
- Successfully led the **migration and launch of a new website** with 5,000 products, improving site performance and enhancing the customer experience.
- Enhanced **customer satisfaction and retention** by generating hundreds of new customer reviews, raising the average rating to 4.5 stars and driving repeat business.

HAGERTY INSURANCE

Search Engine Marketing Analyst

Traverse City, MI
 2016–2018

Led the company's SEM initiatives, working closely with the VP of Digital Commerce and cross-functional teams to drive high-impact digital marketing campaigns across various business units.

- Managed and optimized **in-house paid search programs**, contributing to **40% YoY revenue growth** while reducing **cost-per-acquisition (CPA) by 13%**, resulting in an efficient and profitable paid search strategy.
- Refined marketing strategies with the executive team, aligning SEM with company goals to improve ROI.

LEVELEVEN

Marketing Manager

Detroit, MI
 2014–2015

As the second marketing hire at a fast-paced Detroit Venture Partners startup, I played a key role in driving digital marketing strategy, content creation, and performance analytics, contributing to the company's growth and visibility.

BRAND LABS

Strategy Manager
Online Marketing Strategist

Rochester, MI
 2013–2014
 2013

At Brand Labs, I played an integral role in developing and executing marketing strategies for E-commerce accounts, which helped optimize internal processes and contributed to the growth of key clients.

EDUCATION

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