

Michael Cheek

INNOVATIVE STORYTELLER + CREATIVE MARKETING EXECUTIVE

Michael Cheek creates some of today's most innovative and creative strategies to develop new and enhance existing brands. Whether it's business-to-business, business-to-consumer or something in between, Michael builds compelling and engaging stories to boost sales momentum to add customers today and embed the brand for success in the future. With a true tactical insight into how his strategies will translate into tomorrow's dollars, Michael generates dynamic, attention-grabbing campaigns unlike anyone else in your marketplace.

+ Extensive Digital Experience

Launched more than 500 websites during career including current versions of TenCateFabrics.com and ELMA.com. Can build soup-to-nuts, as is the case with the TenCate Protective Fabrics website, or engage an agency for a more complex build, like ELMA. Comprehensive command of search engine optimization, website analytics, usability and more.

+ Creative Thinker

Ability to take the vision of brands and extend it in ways to engage target audiences. Michael's campaigns won numerous awards (including a Finalist in the prestigious international Cannes Lion awards). More than that, his campaigns create buzz that cause multitude of financial gain (see <http://youtu.be/121sJ1gqsfo>)

+ Product Relationships

Launching a new product to an audience takes a remarkable coordination within an organization before taking it outside. A successful launch includes a multitude of elements that must connect with the brand (or brands) and engage every level to

prepare for sales. Michael creates brand evangelists within an organization, with partner organizations and with the target audience to make the result a remarkable engagement. Examples include TenCate Kombat Flex firefighter outer shell and DuPont SmartStrand Carpet from Mohawk.

+ Advertising Integration

Today's audiences splinter, especially considering the gaps between Baby Boomers, Generation X'ers and Millennials. From a desire for everything on traditional paper to online only, the story of a brand must connect cohesively. Michael coordinated campaigns that perfectly executed and engaged at all levels — from the [Zoo Challenge at Mohawk Industries](#) to ["This Is Why I Wear TenCate" at TenCate Protective Fabrics](#) (also see [2](#), [3](#), [4](#), [5](#) and [6](#))

+ Social Media Marketing

Pioneering methods to engage customers, end users and more in businesses that normally do not easily engage on social media platforms like Facebook, Twitter, LinkedIn, YouTube, Instagram, etc. Michael built both Mohawk and TenCate in social media from virtually zero.

Positions

Marketing Manager

TENCATE PROTECTIVE FABRICS (UNION CITY, GA)

2013 TO PRESENT

TenCate Protective Fabrics manufactures advanced, flame-resistant textiles to guard and to save lives. Firefighters, first responders, utility linemen, electricians, oil & gas workers, military, security professionals and many other profession rely on the protection and comfort of fabrics from TenCate.

- *Develops and executes highly integrated marketing strategy targeting fire service, industrial safety, utility, defense and security markets in North America, South America, Latin America/Caribbean, Asia, Australia/New Zealand and portions of the Middle East.*
- *Ingredient marketing supporting both specialty garment manufacturers and end users (including firefighters, roughnecks/wildcatters, utility linemen, electricians, military, sportsmen and more). Responsible for trade shows, experiential campaigns, social media, digital and print ads, brand development and much more.*

Marketing Manager America

ELMA ELECTRONIC INC. (LAWRENCEVILLE, GA, AND FREMONT, CA)

2011 TO 2013

Marketing leader for six divisions with four major brands targeting diverse engineering segments with embedded computing and other technologies.

- *Unified overall corporate brand strategy and coordinated international identity efforts. Assisted with the marketing integration of a new acquisition.*
- *Member of the five-person international team that determines the overall direction of corporate marketing strategy, both traditional and digital.*

Independent Consultant

MICHAEL CHEEK (WOODSTOCK, GA)

2011

Consulted with major brands assisting in social media projects to improve consumer engagements

- *FireFlurry. Helped Birmingham-based agency Intermark Group launch social media-focused brand with new services and product offerings that I helped develop.*
- *The North Face. Identified local bloggers and social media influencers for upcoming 2011 Endurance Challenges events.*
- *Toyota & Cadillac. Three-tiered social media syndication service for brands, regions and dealerships to engage.*

Director, Interactive Marketing

MOHAWK INDUSTRIES (DALTON, GA, AND MARIETTA, GA)

2007 TO 2010

Digital marketing strategist for Residential and Commercial divisions at Fortune 500 Company, responsible for more than 30 websites including consumer-focused MohawkFlooring.com. Part of marketing management that determined overall advertising themes and strategies including national television commercials, public relations and retailer loyalty programs.

- *2010 SmartStrand Challenge Includes ‘Whole Zoo’ Concept (10/2010). After the 2009 challenge, some still doubted that carpet really endured a rhino. I upped the bar with a whole zoo: Six elephants, three camels, one rhino and 40,000 homosapiens. Carpeted exhibits were viewable to Dallas Zoo visitors as well as online over three weeks. Carpet, hardwood, laminate and tile rooms to show off Earth-friendly “Human Habitat” rooms. Campaign resulted in six-month backlog in manufacturing due to massive sales.*
- *First-Ever Mobile Application from the Flooring Industry (12/2009). MohawkME iPhone app allowed add a mohawk hairstyle to photos of people and relate it to a “personality” of flooring type.*
- *Website Services Program for Retail Floor Stores Launched (10/2009). Since its launch, built more than 500 retailers’ websites with branded product catalog and SEO content syndicated specifically for each.*
- *Social Media Broadcasts Story of Rhino Living on Carpet (8/2009). Consumers choose brand last when selecting flooring — after type, style, color etc. Earning significant social media engagement would prove difficult without a catalyst. Introducing Ricko the Rhino, a Black Rhinoceros at the Birmingham Zoo who lived on carpet for three weeks. Broadcast over webcams, Ricko tweeted and updated Facebook about his experience.*
- *Cast HGTV’s Chip Wade as Mohawk Handyman (6/2008)*
- *Launched New Consumer-Facing MohawkFlooring.com in Just Six Months (10/2007)*

Creative Director

JACKSON HEALTHCARE SOLUTIONS

2004 TO 2007

Defined branding, logos and led identity efforts for multiple companies under the corporate umbrella.

- *Redesigned nine websites from concept to deployment: mapped sites, significantly improved usability, enhanced search-engine optimization and coded pages. Provided search engine marketing and e-mail marketing support along with any other advertising needs.*
- *Internal agency for 13 corporations for Jackson Healthcare Solutions, all using digital marketing as primary advertising vector.*

Project Manager (Contract)

HUBER ENGINEERED MATERIALS (ATLANTA, GA)

2003 TO 2004

Contractor hired to select, deploy and train personnel in new content management system (CMS) for public-facing website at HuberMaterials.com.

Chief Creative Officer (Co-Owner)

EDGEINNOVATIVE (GAITHERSBURG, MD)

2002 TO 2004

Co-founder of this small-business focused agency that assisted in digital marketing, advertising and basic IT services. Provided clients with creative services including branding efforts, website development and marketing strategy. Launched several dozen websites on our own hosting platform.

Director of Communication

IDEFENSE (FALLS CHURCH, VA)

2001 TO 2003

Provided effective, measurable increase in public exposure for cyber security firm. iDEFENSE became the go-to resource to explain such events as the denial-of-service attack on WhiteHouse.gov and Code Red worm in 2001. Researcher and coauthor of intelligence report about Chinese hacker organization behind May 2002 cyber-attack.

Senior Editor and Lab Director

GOVERNMENT COMPUTER NEWS (FALLS CHURCH, VA)

1995 TO 2000

Manager of GCN Lab and team of three other reviewers. Conducted and wrote reviews on thousands of computer hardware and software products. Publication part of Washington Post; reviews syndicated and appeared in multiple national newspapers including the Washington Post and Atlanta Journal-Constitution.

Education

North Carolina State University

CERTIFICATE OF TEXTILE TECHNOLOGY, 2014 TO 2015

American University

MASTER OF ARTS, COMMUNICATION, 1992

Georgia Southern University

BACHELOR OF ARTS (B.A.), HISTORY, 1985 - 1989

Examples

Below are examples of print pieces all designed, art directed and produced by Michael Cheek



Complete publication and artwork/photography/illustrations by Michael Cheek:

- TenCate Protective Fabrics [Fire Service Catalog](#) (2014)
- TenCate Protective Fabrics [Industrial Safety Catalog](#) (2014)
- TenCate Protective Fabrics [Military Catalog](#) (2014)
- TenCate Protective Fabrics [Children's Book](#) and trading card promotion program at firefighter tradeshow
- Mohawk Industries Retailer Education Program [Get Googled](#) (2011)
- Mohawk Industries Retailer Education Program [Social Media Calendar 2011](#)

Videos produced and art directed by Michael Cheek:

- [“This Is Why I Wear TenCate”](#) and targeted versions [2](#), [3](#), [4](#), [5](#) and [6](#) for TenCate Protective Fabrics (2014) Script written by Michael Cheek
- [TenCate Tecasafe Plus vs. Chemically Treated Cotton Blend](#) for TenCate Protective Fabrics (2014) Script written by Michael Cheek
- [Thermal Barriers and Coolderm Technology](#) for TenCate Protective Fabrics (2014) Script written by Michael Cheek
- [World's First Firefighter](#) for TenCate Protective Fabrics (2013)
- [SmartStrand Zoo Challenge Videos](#) for Mohawk Industries (2010)
- [SmartStrand Rhino Challenge Intro](#) for Mohawk Industries (2009)