

MICHAEL DESPOTOVIC

B.A., MASTER OF PUBLISHING CANDIDATE

PROFESSIONAL STATEMENT

I desire to be where the problems are. As a compulsory entrepreneur, I talk about my work habits and management style as results-based and solutions-driven. For the past 8 years, I've been in some kind of teaching or mentoring role. For the past 5 years, I've been self-starting companies, projects, and other initiatives I consider valuable to the communities I participate in. Today, I am seeking to shift my entrepreneurial portfolio to the margin area of my life and focus on joining a team of likeminded individuals who are just as excited as I am about emerging technologies and digital practices in the arts, culture, and general upstart spaces. I look forward to meeting you.

VOLUNTEER WORK

ArtQuake - youth arts nonprofit
Publisher of their custom publication
Creative Pulse - events for creatives
Behance Portfolio Reviews Proj. Manager
#EastVanLove - tweetup series
Project Manager

WHAT I'M WRITING MY "THESIS" ON:

During my time at Penguin Random House, I was encouraged to explore advertising options for their in-house online publication, *Hazlitt*. Armed with their web, social, and ecommerce analytics, I'm currently pumping out 10,000 words on leveraging programmatic ad tech, inventory management, and yield optimization using the latest strategies in remarketing. I should complete my report by December 2015.

EXPERIENCE

- Sept 2015 - Dec 2015 **Data Analyst (Contract)**
Massive Media
I handled Google AdWords, Analytics, and Tag Manager campaigns for clients like the CBC. I liked the challenge of always doing better.
- Mar 2015 - Sept 2015 **Advertising Analyst & Sales Rep (Contract)**
Clevers Media
I sold ad inventory for 2 online publications and advised on digital strategies for auxiliary clients. I learned much here.
- Apr 2014 - Dec 2015 **Publisher & Co-Founder**
Textbook Media Inc. (www.readtextbook.com)
I managed writers, editors, and other supporters in growing a magazine from scratch. I was here to help my team succeed.
- Sept 2014 - Mar 2015 **Teaching Assistant**
Simon Fraser University (PUB 101 & PUB 355w)
Taught, marked and otherwise assisted a combined 60 students in-class, 30 students online. I value the effect I had on my students.
- May 2014 - July 2014 **Digital Publishing Intern**
Penguin Random House (PRH) Canada
Assisted in revamping www.penguinrandomhouse.ca and drafted advertising solutions for www.hazlitt.ca. I found purpose here.

EDUCATION

- Sept 2013 - Apr 2014 **Masters of Publishing (Candidate)**
Simon Fraser University
- Sept 2008 - Apr 2013 **Bachelor of Arts in World Literature, Publishing, Interactive Arts & Technology**
Simon Fraser University

SKILLS

- Editorial:** Shorform, Longform, Press Releases, Media Kits, Infographics,
Design: Print, Web, Branding, Audio, Video, Basic HTML/CSS
- Digital Marketing and Management:** AdWords, Analytics, Facebook Ads, Wordpress, Drupal, Excel, Content Marketing, Social Media Marketing (Organic & Paid)

REFERENCES

Please email me for my private resume which includes a list of my references. Thank you!