**Michael Cuperus**

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**Advertising Operations Support | Brand Development Specialist |**

**Creative Marketing Strategist | Digital and Social Media Marketing**

**EDUCATION**

**Master of Business Administration,** University of Sioux Falls, Sioux Falls, SD, May 2022

**Bachelor of Arts, Marketing,** Augsburg University, Minneapolis, MN, May 2014

**PROFESSIONAL EXPERIENCE**

**Development Manager,** NAMI South Dakota, Sioux Falls, SD **▪** November 2021-July 2022

*Responsible for the planning and execution of all activities associated with the annual fund for NAMI South Dakota.*

* Develop an effective annual fund plan that incorporates multiple fund development vehicles.
* Create content to be used in digital fundraising, direct mail, corporate sponsorships, and foundation giving.
* Leading the organization and execution for annual fundraiser event, NAMIWalks.
* Trained as a facilitator to provide education and support for NAMI constituents.

**Founder & Marketing Manager,** Het Varken: Heritage Pork, Reading, MN **▪** April 2017-Present

*Utilize customer support knowledge and expertise to contribute invaluable input in critical company decisions and goals.*

* Demonstrate cross-functionality by supervising multiple aspects of the daily operations (sales, supply, customer acquisition, etc.).
* Leverage customer service and communication skills as the executive advocate for all process, pricing, and product changes.
* Develop and implement various farming procedures and processes to promote streamlined results.
* Consistently assess and analyze market research data to establish best practices for optimum company growth.

**Marketing Manager,** Cambridge Technologies, Worthington, MN **▪** August 2015-November 2021

*Apply enthusiasm, strong attention to detail, logical decision making, internal/external collaboration, and creative vision to drive management strategy for a company that promotes animal health products.*

* Led multiple digital marketing efforts including email campaigns, video production, as well as website SEO, SEM, and SMM.
* Conceptualized 10+ marketing projects for a start-up in a niche industry such as animal pharmaceuticals.
* Identified trends and patterns in the data and strategically implemented optimization methods to maximize ROI.
* Collaborated with diverse departments towards the analysis of market research and formulation of cohesive strategies.
* Served as the frontline brand ambassador for the company at several key industry trade shows, further improving engagement.

**Marketing Manager,** Nationwide Roofing, Minneapolis, MN **▪** August 2009- October 2013

*Spearheaded the simultaneous management of several creative marketing projects, improving overall brand impression.*

* Executed hiring, coaching, and on-site supervision support for a lead generation team.
* Created and overhauled the management strategy for databases meant for re-marketing under minimal supervision.
* Utilized weather tracking software to identify key areas of opportunity from weather events (hail, wind).
* Employed insurance estimating software to deliver accurate job estimates to homeowners and insurance companies.

**Advertising Account Executive,** Star Tribune, Minneapolis, MN  **▪** June 2007- May 2009

* Managed national territory of accounts in travel and leisure industry
* Built and maintained relationships with new and existing customers
* Analyzed specific business needs and determined appropriate advertising channels

**PRESENTATIONS**

**2022 Ending the Silence, Sioux Falls, SD**

* Mental Health presentation to Whittier Middle School explaining the signs and symptoms of various mental health conditions. Break-out sessions with individual classes to facilitate two-way discussions.

**2019 Bovine Veterinarian Advisory Panel, Worthington, MN**

* Led a two-day panel discussion on the cattle veterinarian market. Solicited feedback from influential veterinarians from across the country on emerging disease concerns and potential solutions from our industry. Gathered information regarding best communication channels and messaging practices.

**2018 World Pork Expo, Des Moines IA**

* New Product innovation presentation on Precision Vaccinology, the combination of next generation diagnostics and quality custom manufacturing. The company I represented was a finalist in the new product tour.

**2017 Webinars**

* Autogenous Vaccines in the 21st Century with Dr. Randy Simonson. Organized and delivered webinar on updates to the autogenous vaccine industry.
* Next Generation Sequencing with Dr. Ben Hause. Organized and delivered webinar on new tools to characterize viruses and bacteria.

**PUBLICATIONS**

* **Cuperus, M.** (1 Mar 2019). Autogenous vaccines: A targeted option for bovine enteric diseases. *Beef Magazine*.
* **Cuperus, M.** (1 Oct 2019). BRD vaccination: Is H, somni breaking through? *Beef Magazine*.
* **Cuperus, M.** (17 June 2019). Precision pinkeye vaccination: From diagnostics to delivery. *Beef Magazine*.

**TECHNICAL SKILLS**

Marketing Automation | CRM | Digital Advertising | SEM | SEO | SMM | Video Production| Google Adwords | Google Analytics | Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)

**MEMBERSHIPS**

National Agriculture Marketing Association, January 2021-Present

**REFERENCES**

**Jeff Frohwein**, University of Sioux Falls Marketing Professor

Email: jeff.frohwein@usiouxfalls.edu

**Steve Horan,** University of Sioux Falls MBA Director

Phone: 605.331.6708

Email: steve.horan@usiouxfalls.edu

**Jim Kellar,** Owner, Kellar Business Consulting

Phone: 605.940.9238

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**Rick Kennedy,** Marketing Manager of Livestock Biologics, Bayer Animal Health (retired)

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