

# MICHAEL R. LOPEZ

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## SENIOR DIGITAL STRATEGIST

*Lead audience-focused marketing initiatives that deliver exponential growth.*

Results-producing senior leader with a record of success in developing and scaling digital marketing and social media initiatives. Recognized for architecting multi-channel paid and organic campaigns, as well as leading high-visibility executive communications. Able to leverage digital technologies and tools, such as AI, to accelerate demand generation across B2B and B2C.

### CORE EXPERTISE:

Digital & Social Media Strategy | Channel Growth & Expansion | Full-Funnel Marketing Campaigns | Paid & Organic Media | Creative Direction | Demand Generation | Martech & Tool Management | Data Analysis, Insights, & Reporting | Strategic Partnerships | Team Leadership | Search Engine Optimization | Budget Management | PR & Executive Communications

## PROFESSIONAL EXPERIENCE

### SYNOPSYS

#### Global Head of Social Media

2022 – Present

Provided social media marketing strategy for digital channels, driving the company across a 2M social media footprint.

- Launched and grew social presence by more than 80% through strategic paid and organic initiatives across YouTube, LinkedIn, Facebook, Instagram, Glassdoor, and X.
- Architected external messaging strategy for \$35B Ansys acquisition, overseeing channel output, paid campaigns, and digital integrations across the brands. News/trending topics delivered 3M+ impressions; resulting in internal company award.
- Developed and launched digital strategy for executive social program, building CEO presence to 50k followers (10x growth).
- Led 4-person marketing team. Relationship manager for creative/agency partners, tool vendors, and channel peers.
- Implemented marketing tools, demand gen campaigns, AI modeling, GTM sales program, and 4k+ employee advocacy initiative.
- Managed digital partnerships with web development, SEO/AEO/GEO, analytics, events, email, and editorial teams.

### CAPITAL GROUP

#### Social Media Director

2015 – 2022

Oversaw paid and organic social media programs for the global investment organization, serving as liaison for C-level stakeholders.

- Developed and launched company social media pages for 85-year-old brand. Produced a combined social footprint of nearly 1M, overseeing organic, paid, executive, and influencer strategies. Recognized with Emerging Leader Award.
- Constructed social infrastructure; increased web traffic 5x, B2B leads, and product awareness.
- Administered \$3M annual paid social campaigns; owning strategy, budgets, creative direction, and insights.

### ACCENTURE (formerly Meredith Xcelerated Marketing)

2013 – 2015

#### Digital Manager: Nestle Brands

Managed digital marketing for Nestle Hispanic brands, overseeing launch strategies for Abuelita, El Mejor Nido, and NESCAFÉ.

- Built digital content strategies and grew social media followership by 12x, resulting in a 1M+ global footprint.
- Oversaw live digital events, on-site social giveaways, and paid campaigns that reached 2M+ consumers.

### PARAMOUNT GLOBAL (formerly Viacom)

2010 – 2014

#### Digital and Social Media Consultant: MTV Tr3s (bilingual English/Spanish)

Managed web content, creative direction, strategic partnerships, and social marketing for a digital audience of 300K+.

**Consultant Roles:** First 5 LA (2015-2021), Fuse TV (2011-2014), Associated Bank (2021-2025), SiTime Corp (2024-Present)

**Early Career:** Playboy Enterprises (2007-2013), Motor Trend (2005-2007), Warner Bros (2002-2005)

## EDUCATION

**Loyola Marymount University** – Bachelor of Arts in Political Science