

Michael Boyles

Product & Marketing Strategy | Content-Led Growth | Research-Backed Messaging

www.linkedin.com/in/john-michael-boyles

SUMMARY

Marketing strategist with experience helping early-stage and enterprise-facing teams clarify positioning, shape executive messaging, and translate complex ideas into clear narratives for C-level audiences. Has worked across agency and B2B SaaS environments, evolving from execution-heavy content work to owning strategy and experimentation

EDUCATION

BS in Business Administration, Liberty University, Lynchburg, VA | Graduated May 2021

Specialization: **Digital Marketing and Advertising**

- Cumulative GPA: 3.9. Honors: Dean's List, Summa Cum Laude

EXPERIENCE

Agency 150

AI-native SaaS behavioral research advisory and strategic intelligence platform

Marketing Strategy Consultant | Part-time, volunteer | March, 2026 – Present

- Helped build foundational documentation defining positioning and messaging strategy
- Supported event marketing strategy and logistics
- Crafted a comprehensive style guide to guide the company's voice across channels

Teamraderie

Enterprise learning platform purchased by CIOs and CHROs to improve team effectiveness and AI adoption

Content Strategist | Feb 2025 – Jan 2026

Content Marketing Specialist | Oct 2023 – Feb 2025

- Served as an early marketing hire supporting the company's transition from transactional content to research-backed, enterprise-grade positioning.
- Owned and evolved the company's content and messaging strategy.
- Built foundational content systems and processes that supported brand alignment and scale across channels.
- Shaped positioning around AI and future-of-work narratives, strengthening credibility with senior leaders.
- Designed and ran AI-assisted marketing experiments, testing new workflows, developing SEO and GEO strategies, and creating messaging approaches informed by current research.
- Designed CTAs, blog post graphics, and social media posts using Canva.
- Drove measurable organic growth, increasing search impressions by 220%, traffic by 27%, and keyword coverage by 263%.
- Launched and scaled a LinkedIn newsletter to 900+ subscribers and 8,000+ views, expanding executive engagement and thought-leadership reach.
- Partnered cross-functionally with product, operations, and sales to shape WordPress landing pages, refine experience offerings, and support go-to-market initiatives.

Pepperland Marketing

Inbound marketing agency focused on driving traffic growth for higher-ed institutions and K-12 schools.

Content Marketing Specialist | January 2022 – October 2023

Content Marketing Intern/Apprentice | September 2021 – January 2022

- Conducted market and keyword research using Ahrefs and Google Search Console to inform buyer personas, content strategy, and optimization priorities.
- Developed high-performing content across diverse industries, generating 300,000+ organic clicks, 700+ top-3 keyword rankings, and \$35K+ in estimated monthly traffic value.
- Interviewed subject-matter experts to synthesize complex topics into credible, authoritative content.
- Created video marketing assets using Premier Pro, After Effects, and Descript.