



CONTACT

347-770-7033

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michaelvargulin.com

SKILLS

Marketing Leadership

SEO & AI Engineering

Omnichannel Marketing Strategy

eCommerce Optimization

EDUCATION

B.A. IN COMMUNICATION

Rutgers University—New Brunswick

2022 - 2026

M.A. IN BUSINESS AND SCIENCE (MBA/MBS)

Rutgers University—New Brunswick

2026-2027

CERTIFICATIONS

OMNI CHANNEL MARKETING

University of Pennsylvania

SEO

University of California, Davis

NOTARY PUBLIC COMMISSION

State of New Jersey

MICHAEL VARGULIN

SUMMARY

Head of Marketing at DOmedia, driving marketing strategy, brand positioning, and demand generation for the out-of-home advertising platform. Member of the Ecommerce & Omnichannel team at Ricola USA, supporting digital shelf strategy across major retailers by optimizing product content, improving online visibility, and enhancing conversion performance across key retail platforms. B.A. in Communication (2026) and Master of Business and Science (MBA/MBS) (2027), Rutgers University.

EXPERIENCE

HEAD OF MARKETING

DOmedia

September 2024 - Present

- Lead marketing strategy, brand positioning, and demand generation initiatives for DOmedia's out-of-home advertising platform
- Own content, thought leadership, and digital presence to strengthen brand authority within the OOH and media technology industry
- Manage external SEO agency, directing organic growth strategy and overseeing implementation across technical, content, and conversion initiatives
- Promoted from Marketing Associate to Head of Marketing to lead marketing strategy, brand positioning, and demand generation for DOmedia's out-of-home advertising platform

ECOMMERCE CONTENT SPECIALIST INTERN

Ricola USA

May 2025 - Present

- Own digital shelf optimization across major retailers (Amazon, Walmart, etc.), improving product discoverability, conversion, and brand consistency through A+ content, SEO, and enhanced PDP strategy
- Support and execute new product launches across eCommerce platforms, coordinating content setup, approvals, and go-live timelines cross-functionally
- Collaborate to maintain and refresh brand stores to support seasonal campaigns and commercial priorities
- Improve CTR and conversion through optimized product titles, carousel imagery, and video assets aligned to performance insights

FOUNDER AND MANAGING DIRECTOR

Mihasik Group

April 2025 - Present

- Lead marketing strategy and growth initiatives for a selective portfolio of clients across luxury, wellness, and local services
- Oversee execution across web, content, and brand touchpoints, coordinating contributors and workflows
- Advise clients on positioning, conversion strategy, and campaign planning tied to business outcomes



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ADDITIONAL EXPERIENCE

MARKETING AND OPERATIONS MANAGER

Michigan Avenue Barber Shop

June 2020 - Present

- Direct marketing strategy and business development initiatives to drive sustained growth and brand revitalization
- Lead hiring, staff strategy, and operational planning to support expansion and service delivery
- Establish local partnerships, promotions, and experiential marketing initiatives to increase customer acquisition
- Oversee brand identity, digital presence, and reputation management across all customer touchpoints
- Support expansion of services and customer experience strategy across grooming and wellness offerings

MARKETING AND EVENTS COORDINATOR

The Together Co.

October 2024 - February 2026

- Led marketing, branding, and social media operations, supporting demand generation and customer experience
- Planned and executed events and partnerships that drove repeat business and referrals
- Developed targeted campaigns that increased inquiries and bookings

MARKETING MANAGER

IrisMed

January 2025 - June 2025

- Drove lead generation and brand visibility through SEO-optimized content and landing pages
- Increased organic LinkedIn impressions by 1,900% through content optimization and targeted outreach
- Planned and executed webinars and events to generate qualified leads and strengthen thought leadership
- Supported team growth by leading hire of marketing interns and establishing workflows

MARKETING AND EVENTS COORDINATOR

Wellness Gala

December 2024 - June 2025

- Planned and executed revenue-generating events, generating \$8,000+ while ensuring seamless execution
- Managed email marketing and digital engagement to drive event attendance and podcast growth
- Produced promotional video and podcast content to expand brand reach
- Oversaw intern team and delegated marketing initiatives to ensure timely delivery