



CONTACT

347-770-7033

michael.vargulin@gmail.com

linkedin.com/in/michaelvargulin

New Jersey

SKILLS

SEO & AI Engineering

eCommerce Optimization

Omnichannel Marketing Strategy

Branding

EDUCATION

B.A. IN COMMUNICATION

Rutgers University—New Brunswick

2022 - 2026

M.A. IN BUSINESS AND SCIENCE (MBS)

Rutgers University—New Brunswick

2026-2027

CERTIFICATIONS

OMNI CHANNEL MARKETING

University of Pennsylvania

DIGITAL MARKETING & E-COMMERCE

Google

SEO

University of California, Davis

MICHAEL VARGULIN

SUMMARY

Member of the Ecommerce & Omnichannel Team at Ricola USA, supporting the execution of digital shelf strategies across major retailers by optimizing product content, improving online visibility, and aligning assets with seasonal and brand initiatives. Crafting tailored marketing strategies for emerging and established brands across sectors outside of Ricola, with a focus on branding, SEO, website development, and digital campaign strategy. Bachelor's in Communication (2026) and Master's in Business and Science (MBS/MBA) (2027).

EXPERIENCE

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

MARKETING & GROWTH CONSULTING

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

MARKETING AND EVENTS COORDINATOR

The Together Co.

October 2024 - Present

- Lead marketing, branding, and social media operations, supporting demand generation and customer experience
- Plan and execute events and partnerships that drive repeat business and referrals
- Develop targeted campaigns that increase inquiries and bookings



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ADDITIONAL EXPERIENCE

MARKETING ASSOCIATE

DOmedia

September 2024 - Present

- Create SEO-optimized blogs and landing pages to support demand generation for OOH advertising platforms
- Develop marketing copy and visual assets for newsletters, LinkedIn, and sales enablement
- Support content strategy aligned to inbound performance and lead interest

MARKETING AND STAFF MANAGER

Michigan Avenue Barber Shop

June 2020 - Present

- Lead marketing and operational strategy for a multi-year local business, driving brand visibility and consistent customer growth
- Manage hiring and onboarding for barbers, supporting staffing needs and business expansion
- Develop local partnerships and promotions to strengthen community presence and repeat traffic

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