RESUME · 2026

MICHAEL ROBINSON, MBA

camas, wa
heymichaelrobinson@gmail.com
linkedin.com/in/heymichaelrobinson
heymichaelrobinson.com

Creative Operations Leader | Experienced Content Producer | Brand Builder

18+ years leading brand and creative for health, wellness, and fitness. Grew Nautilus/BowFlex revenue 4X, from $150 million to $650 million+, and led a rebrand that drove 2X web revenue and traffic in two months.

BRAND STORYTELLING · POSITIONING AND MESSAGING · CONSUMER INSIGHTS · CREATIVE DIRECTION · CLIENT & AGENCY PARTNERSHIP · BUILDING AND LEADING STRONG TEAMS · WORKFLOW AND PROJECT MANAGEMENT

PROFESSIONAL EXPERIENCE

Account Director
05/2025 – Present

Herman-Scheer · Los Angeles, CA / Remote

- Lead key health and wellness accounts, including Counsel Health, PlantStrong, Pair Team, BIOptimizers, Bird&Be, Ketone IQ, and Manor, in partnership with the agency's creative leadership.
- Own account strategy, scope, and delivery end-to-end, from brand positioning and identity through campaign development and production, moving each project from kickoff to launch.
- Lead AI workflow development and AI education across the agency, building processes the creative and account teams use to deliver greater value to our clients.

Director of Creative Operations and Brand
04/2017 – 05/2024

BowFlex Inc./Nautilus, Inc. · Vancouver, WA / Remote

- Owned product marketing strategy and directed all global creative for a $650 million+ portfolio of hardware and digital brands, reporting to the CMO and managing all agency teams including 8 direct reports, 4 of whom developed from Junior to Senior/Director roles.
- Rebranded and positioned BowFlex by unlocking new research on high-spending customers, yielding a 75% increase in purchase intent, 2X web revenue, and 2X unique visitor growth in just two months.
- Achieved 5X ROI against a $65 million annual advertising budget YoY through integrated GTM strategy across TV, digital, and social, leading to a DTC peak of $290 million.
- Grew membership of the JRNY app by 50%+ YoY to 650K+ with industry-first positioning and messaging.
- Launched the first BowFlex Bike vs. Peloton, beating forecast by 300% and surpassing $3.5 million in year one with a 97% user recommendation rate.

Senior Product Marketing Manager
01/2014 – 04/2017

Nautilus, Inc. · Vancouver, WA

- Drove awareness and revenue to the highest point in a decade ($400 million) while doubling the creative team to 8 and leading all global creative production across online and offline media.
- Exceeded sales forecast by 480% and reached $100 million+ in year one by launching the Max Trainer, a product that has sold for 10+ years.
- Grew YouTube subscribers 1,750% to 925K+ and total social following to 1.5 million through data-driven content strategy.

Product Marketing Manager / Senior Brand Marketing Specialist
01/2008 – 01/2014

Nautilus, Inc. · Vancouver, WA

- Promoted to management and led the restructuring of the global Creative team, doubling annual creative output YoY and reducing turnaround time by 20%.
- Launched the first mobile ecommerce experience and pioneered affiliate marketing, driving 2X sales growth and $25 million in incremental annual revenue.
- Shifted DTC strategy from direct mail to targeted digital delivery and A/B testing, increasing sales conversion by 20% and generating $15 million in new revenue.

EDUCATION

Willamette University (Salem, OR), ***Master of Business Administration (MBA) Marketing*** 08/2005 – 08/2007

Willamette University (Salem, OR), ***Bachelor of Arts (BA) English*** 08/2001 – 08/2005