



Michael Buffa

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MY STORY

Creative professional rooted in traditional marketing principles and driven by innovative marketing solutions. A writer, marketer, strategist, and planner, I have worked with brands from conception to completion on multiple branding initiatives. Proven ability to work with clients on a clear, results-oriented strategy to targeted audiences through selected mediums. Work experience includes general press and copy writing, social media strategy, traditional, mobile, and digital marketing.

MY EXPERIENCE

DIGITAL STRATEGIST/MANAGING DIRECTOR | [TALK + PLAY ST. LOUIS, MO](#) 2009-PRESENT

Talk + Play is a social communications company. Talk consults businesses on social media strategies. Play produces visual content for social networks. I write, create, design, market, manage, and promote for Upper End Properties, Sky Music Lounge, and the Continued Fight, LLC.

- Created and implemented a digital strategy into Sky Music Lounge and the Continued Fight LLC's current marketing models.
- Increased website traffic, general brand awareness, and SEO within one month for each brand.

MARKETING SPECIALIST | [UPPER END PROPERTIES ST. LOUIS, MO](#) 2009 - PRESENT

Work with the company and its agents on branding initiatives. Helping increase brand awareness through press releases, direct mail, blogging, social media and other integrated marketing strategies.

- Increased online presence and SEO.
- Within three months, referring sites made up 39% of website traffic, overtaking direct traffic and search engine traffic as the number one source of website visitors.
- Increased general website traffic by nearly 200%

MARKETING INTERN | [WESTMINSTER COLLEGE FULTON, MO](#) 2008-2009

Work under the Executive Director of Alumni and College Relations and in coordination with Multimedia Designer on various marketing and public relations projects.

- The First Westminster Undergrad to be published in Leadership Magazine.
- Led digital/social strategy for the "Blue Jay Across the U.S.A. Tour" 4 students, 18 Cities, 20 days. Everything done was documented. Website traffic spiked by nearly 200% with visitors logging in everyday to follow the students.

MY BRAIN

Westminster College | Fulton, MO — B.A. Marketing, 2009

Student Ambassador President

Kappa Alpha Order

Students in Free Enterprise

Westminster Men's Soccer Team

Advertising Club St. Louis: Rebus Writer

Social Media Club St. Louis

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