

Mikey Zlonkevicz

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Experiences

Google – Digital Marketing -- Ann Arbor, MI

Account Strategist - Engage - Lead Generation - Small Business

1/2025 -- present

- Manages an annual portfolio of \$20M+ revenue across 50+ accounts through a profit-driven marketing approach.
- Provides forward thinking, data-driven analysis and consultation lead generation advertisers better leverage their first-party data (1PD) to maximize their return on ad spend (ROAS) and reduce costs (CPA) leveraging automated marketing tools.
- Continuously updates workflow and processes using the latest AI products and practices to capture efficiencies and scale impact across customers.

[Brooksource](#) – IT Professional Services -- Royal Oak, MI

Senior Account Executive - Program Manager

08/2021 -- 12/2024

- Owned complete sales cycle from lead generation to closing to post-sale support to generate \$2.2 million in spread -- \$5.5M in revenue -- over 3 years selling IT staffing and consulting engagements at a Fortune 30 OEM/auto-manufacturer.
- Beat lifetime sales quota by 4% and hit 97% of lifetime KPIs to become 3-time Rewards Trip Winner.
- Directly and routinely engaged executive-level stakeholders and consultants to assess project outcomes, identify areas for improvement, and innovate engagement models to address customer needs, diversify wallet share and achieve an average net NPS of .70.
- Coordinated with customer, purchasing, and internal teams to create and submit Statements of Work (SoWs), monitor Purchase Order (PO) run rates, and provide advisory to customer on utilizing underrun and optimizing spend.

Senior Technical Recruiter

07/2020 – 08/2021

- Located, recruited, and placed 20+ candidates utilizing online job boards referrals, job postings, internet searches, career fairs, networking events and college resources.
- Screened and placed candidates according to position requirements utilizing phone and internal interviews, reference/background checks, and technical screens.
- Negotiated contract terms including duration, responsibilities, and compensation.

Student Painters – Exterior House Painting -- Shelby Township, MI

District Manager

08/2016 -- 09/2019

- Started and operated 12 painting branches across Michigan to generate \$800,000+ In revenue across 3 years.
- Assembled and managed marketing teams to gather 500+ customer leads via door-to-door sales.
- Scheduled and conducted 350+ sales presentations in homes of customers to achieve close rate of 47%
- Managed production crew of full-time employees to fulfill contracts for 300+ customers throughout Michigan.

Service

[Detroit Regional Dollars for Scholars](#) - Executive Advisory Board Member

- First Alumni nominated to Exec. Advisory Board; support Michigan-based, first-generation, low-income (FGLI) students in achieving post-secondary success.

Google Community Office Hours

- Internal volunteering effort to connect Googlers with local entrepreneurs, non-profits, and small businesses

[Detroit Economic Club - Career Readiness Academy](#) - Captain

- Collaborates with high school advisors and leads a team of volunteer mentors to provide career coaching to local high school juniors.

Education

University of Michigan, Ann Arbor

April 2020

2 x Bachelor of Arts: Psychology, Communication and Media -- Phi Beta Kappa Member; James B. Angell Scholar