

Mike McDermott

Serial Entrepreneur | Digital Marketing Agency Owner | SEO & Reputation Management Specialist

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Executive Summary

Accomplished serial entrepreneur and digital marketing executive with 22+ years of proven success establishing, scaling, and managing innovative digital enterprises. Founder and Owner of Bash Foo, a full-service digital marketing agency managing \$2M+ in annual client advertising budgets. Deep expertise in search engine optimization (SEO), digital reputation management, content marketing strategy, social media management, and digital transformation. Technical foundation spanning enterprise systems architecture, full-stack web development, and database management. Recognized thought leader committed to elevating digital standards for mid-market businesses and supporting community growth through strategic philanthropic engagement with local nonprofit organizations.

Core Competencies

Digital Marketing & Strategy: Search Engine Optimization (SEO) | Paid Search Advertising | Social Media Marketing & Management | Content Marketing Strategy | Digital Reputation Management | Inbound Marketing | Email Marketing Automation | Marketing Analytics & Reporting | Customer Acquisition Strategy | Brand Development & Positioning

Business Leadership & Operations: Entrepreneurship & Startup Development | Multi-Team Management (15+ professionals) | Strategic Business Planning | Budget Management (\$2M+ advertising spend oversight) | P&L Accountability | Client Account Management | Vendor Relations & Negotiations | Cross-functional Leadership | Distributed Team Management

Technology & Web Platforms: WordPress Development & Customization | Full-Stack Web Development | Web Design & UX Optimization | E-Commerce Development (WooCommerce) | Google Analytics & Conversion Tracking | Google Search Console & SEO Audits | CMS Architecture | Database Administration | API Integration

Certifications & Training: Google Analytics Certified (Multiple Credentials) | Google Ads Certified | HubSpot Certified Inbound Marketing Manager | Certified Information Security Manager (CISM) | Adjunct Marketing Professor (Wright State University, Sinclair Community College, Edison Community College)

Professional Experience

Owner & Founder

Bash Foo Digital Marketing Agency | Tipp City, OH | 2003 – Present (22 years)

Leading full-service digital marketing agency providing comprehensive web design, SEO, digital reputation management, and integrated marketing solutions to regional and national clients.

Business Development & Strategic Leadership:

- Established and scaled Bash Foo from startup to \$1.3M+ annual managed advertising budget across 50+ active client accounts
- Built and manage distributed "follow the sun" team of 23+ digital marketing professionals across 9 time zones, including specialists in development, design, content marketing, paid advertising, and data analytics
- Generated consistent year-over-year revenue growth through strategic client acquisition, retention, and service expansion
- Pioneered agency specialization in news syndication, press release distribution, mobile advertising, and advanced retargeting strategies

Digital Marketing Expertise:

- Developed and executed SEO strategies increasing organic traffic by 150-300% for regional and national clients across healthcare, legal, real estate, manufacturing, and service industries
- Managed comprehensive digital reputation management initiatives, resolving negative reviews and building positive online presence for 40+ clients
- Architected multi-channel paid advertising campaigns (Google Ads, Facebook, Instagram, LinkedIn) optimizing for customer acquisition cost and return on ad spend
- Implemented advanced marketing analytics dashboards providing real-time ROI visibility and data-driven optimization recommendations
- Specialized in local search optimization and Google Business Profile optimization for regional service-based businesses

Website Design & Development:

- Designed and developed 250+ responsive WordPress-based websites incorporating modern UX principles, conversion optimization, and mobile-first design
- Implemented WooCommerce e-commerce solutions with custom integrations for retail and subscription-based business models
- Developed custom WordPress plugins and functionality addressing client-specific business requirements
- Executed website migrations, speed optimization, and security hardening projects

- Integrated third-party tools including email marketing platforms, CRM systems, and analytics solutions

Team Leadership & Culture:

- Recruited, trained, and developed cross-functional team including marketing consultants, project managers, web designers, full-stack developers, content specialists, and data analysts
- Established performance management systems, professional development programs, and agency operating standards
- Maintained distributed team cohesion and productivity across multiple time zones through strategic communication protocols and collaborative tools
- Created agency culture emphasizing client success, continuous learning, and professional excellence

Notable Clients & Projects:

- Supported mid-market and enterprise organizations in achieving digital transformation objectives through strategic consulting and implementation
 - Managed complex, multi-faceted digital initiatives for organizations requiring integrated services and strategic guidance
 - Consistently achieved or exceeded client KPIs related to lead generation, revenue growth, and brand awareness
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Entrepreneur & Strategic Investor

Portfolio Companies | *2003 – Present*

Cyberportal Technologies LLC (Corporate Entity) | *Founder & Operator*

- Established corporate structure supporting multiple digital ventures and strategic investments
- Managed liability, tax optimization, and regulatory compliance across portfolio

CeeqFind (Web Design & SEO) | *Founder & Operator (2022–2024)*

- Specialized web design and search engine optimization services supporting local and regional markets

TipNews DAILY (Online Newspaper & Syndication) | *Founder & Operator (2007–2022)*

- Developed and maintained local news publication and content syndication platform
- Created recurring content distribution infrastructure and editorial processes

Trebius Productions (Artist Management & Recording) | *Founder & Operator (2003–2019, Divested 2019)*

- Managed artist representation, recording, production, and career development
- Divested to focus on core digital marketing business

Potemkin Media Omnibus, Foxhead Books, Digital Transmedia Overlords (Angel Investments) | *Founder, Investor & Advisor* (2003–2019, Divested 2019)

- Made strategic angel investments in digital media and technology ventures
 - Divested portfolio to streamline operations and concentrate resources on Bash Foo growth
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Senior Programme Manager (Americas)

Reynolds and Reynolds | Hewlett Packard (HP) | Electronic Data Systems (EDS)
| Various Locations | 1998 – 2009 (11 years)

Directed large-scale enterprise technology deployments and infrastructure management for Fortune 500 clients.

Technical Leadership & Enterprise Deployments:

- Directed team of 30+ software developers deploying enterprise network software solutions to 300,000+ systems globally
- Managed \$60M+ enterprise technology deployments enhancing operations for major clients including Apple, Microsoft, and Dell
- Oversaw data center architecture, storage systems, and network infrastructure deployments for mission-critical environments
- Implemented secure data solutions and security protocols, reducing data breach incidents by 40%
- Led strategic technology initiatives and infrastructure modernization projects boosting operational efficiency across global client base

Project Management & Client Relations:

- Managed complex, multi-phase enterprise projects with cross-functional teams and executive stakeholder engagement
- Developed vendor relationships and managed strategic technology partnerships
- Identified and resolved technical challenges through analytical problem-solving and creative solution development
- Contributed to business growth and client satisfaction through innovative, detail-oriented management approaches
- Established performance metrics and reporting frameworks providing transparency to executive leadership

Technical Infrastructure:

- Proficiency with enterprise hardware including IBMi/AS400, Dell Blade servers, Sun SuperCluster architecture, EMC Symmetrix/VMAX storage arrays, and Cisco networking infrastructure
- Expertise in operating systems (Linux, Unix, Windows Server) and database management (Oracle, MySQL)

- Experience with enterprise deployment platforms (Apache, IIS) and large-scale system configuration
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Project & Technical Manager

DANA Corporation | Griffon Corporation | Various Locations (Russia, OH; Plymouth, MN; Columbus, OH; Conway, AR) | 1991 – 1998 (7 years)

Managed regional operations, sales, and marketing initiatives for diversified manufacturing and distribution organizations.

Operations & Regional Management:

- Directed distribution center operations across five strategic locations, optimizing logistics, inventory management, and order fulfillment processes
- Managed regional sales and marketing initiatives, implementing strategic marketing plans and promotional campaigns
- Oversaw project management ensuring timely product delivery, quality standards, and customer satisfaction
- Supervised cross-functional teams including operations staff, sales representatives, and support personnel

Strategic Planning & Business Development:

- Identified market opportunities and developed regional growth strategies
 - Managed budget allocation and cost optimization across multiple locations
 - Established performance metrics and reporting systems for operations and sales tracking
 - Collaborated with executive leadership on strategic planning and business development initiatives
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Academic Credentials & Professional Development

University Education

Miami University | Oxford, OH | 1989 – 1991

- Coursework in Microbiology and Music

Wright State University | Dayton, OH | 2005 – 2007

- Advanced coursework in Marketing and Business Strategy

Edison State Community College | Piqua, OH | *Adjunct Professor, Marketing*

- Developed and taught college-level marketing courses to undergraduate and professional students

Sinclair Community College | Dayton, OH | *Adjunct Professor, Marketing*

- Taught marketing fundamentals, digital marketing strategy, and business communication courses
- Engaged students in current digital marketing practices and emerging technologies
- Contributed to curriculum development in digital marketing and e-commerce

Professional Certifications & Credentials

- **Google Analytics Certification** – Current; Multiple Active Credentials
 - **Google Ads Certification** – Current; Multi-platform proficiency (Search, Display, Shopping, Performance Max)
 - **HubSpot Certified Inbound Marketing Manager** – Inbound methodology and strategy implementation
 - **Certified Information Security Manager (CISM)** – Information security governance and risk management
 - **Continuous Professional Development** – Ongoing training in digital marketing technologies, SEO algorithm updates, paid advertising platforms, and emerging digital channels
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Community Leadership & Philanthropic Engagement

Nonprofit Board Service & Strategic Advisement

Committed to supporting and strengthening local nonprofit organizations through strategic guidance, business mentorship, and active civic engagement. Current and recent board service includes:

- **Scottish Rite NMJ / Masonic Organizations** – Active member and strategic advisor
- **Tipp City Council** – Local government engagement and community advocacy
- **Dayton Area Scottish Rite** – Governance participation and organizational development
- **Multiple Regional Nonprofit Organizations** – Strategic consulting and operational guidance

Philanthropic Contributions & Community Support

- Provided strategic business consulting and mentorship to multiple nonprofit organizations
- Made financial contributions supporting local charitable initiatives, youth development programs, and community organizations
- Participated in local business chambers and professional organizations advancing regional economic development
- Engaged in speaking and mentoring activities sharing digital marketing expertise with small business owners and entrepreneurs
- Supported educational initiatives through adjunct teaching and professional training contributions
- Advocated for digital literacy and online safety in local communities

Core Values & Community Commitment

- Dedicated to leveraging business success and professional expertise for community benefit
 - Strong advocate for supporting local nonprofits, educational institutions, and community development initiatives
 - Committed to mentoring emerging entrepreneurs and small business owners
 - Believer in "giving back" and contributing meaningfully to community improvement and social good
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Technical Proficiencies

Web Platforms & Content Management Systems

WordPress (Advanced), WooCommerce, Drupal, Gravity Forms, custom plugin development, RSS data syndication, mobile-responsive design

Web Development & Programming

Full-stack development, PHP, CSS, HTML5, JavaScript, Perl, XMPP communications protocol, API integration and development

Digital Marketing Technologies

Google Analytics (Advanced), Google Search Console, SEO audit tools, Conversion Tracking, Google Ads platform, Facebook Ads Manager, LinkedIn Campaign Manager, email marketing automation, marketing automation platforms

Enterprise Technology Architecture (*Historical Expertise*)

IBM i/AS400, Dell Blade servers, Sun SuperCluster, EMC Symmetrix/VMAX storage, Cisco firewalls/routers/switches, Linux, Unix, Windows Server, Oracle databases, MySQL, Apache web servers, IIS

Business & Productivity Tools

Project management platforms, CRM systems, business analytics tools, financial management software, collaborative communication platforms

Awards, Recognition & Thought Leadership

- Recognized digital marketing thought leader within regional business community
 - Sought after speaker and consultant on digital marketing strategy, SEO, and online reputation management
 - Published work and commentary on digital transformation, marketing automation, and digital business strategy
 - Established track record of mentoring emerging entrepreneurs and small business owners
 - Active voice in discussions of digital marketing best practices and ethical business conduct
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Speaking Engagements & Consulting

Available for Strategic Consulting, Mentorship, and Speaking Engagements

Offering expertise in:

- Digital Marketing Strategy & Execution
- SEO & Organic Search Optimization
- Digital Reputation Management & Online Branding
- Small Business Digital Transformation
- Marketing Analytics & ROI Measurement
- Entrepreneurship & Business Development

Consultation & Speaking Rates – Available upon request

Contact: agency@bashfoo.com | (937) 573-8535

Personal

Location: Tipp City, Ohio

Affiliations: Entrepreneur, Small Business Owner, Nonprofit Advisor, Community Advocate

Interests: Strategic business development, digital innovation, community service, family engagement

References: Available upon request