

Michael Rielly

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Status

Name Michael Rielly
Application Date 12/1/2023
Expiration Date 12/1/2025
Board Member Michael Rielly
Status Validated

Board	Vacancies	Status
Bristol 250th Commission	2	Pending

Basic Information

Name
Michael Rielly

I would like to be appointed to the position because:

As a lifelong Bristolian with deep, multi-generational roots in this community, I love this town and want to help orchestrate celebrations that honor our incredible history. Bristol has given me so much over the years; serving on this commission would be my honor to give back. Thank you for your consideration.

Resume File

 Download

Cover Letter File

 Download

Contact Information

Address

21 Sandy Lane
Bristol, RI 02809

Yes, I am a resident

Yes

Email

mjrielly@gmail.com

Phone

Occupation

Yes, I am a city employee

No

Registrations/Certifications

Certifications:

- Everything DiSC Work of Leaders Training

- Practical Product Management Certification, Pragmatic Institute
- Effective Product Marketing Certification, Pragmatic Institute
- Google Ads Advanced Search Certification, Google
- SEO Optimization Certification, SEMRush
- Inbound Marketing Certification, HubSpot Academy
- Product Planning and Process Management Certification, Rachael Company

Community Organizations:

- President – James D. Rielly Foundation
- Board of Directors – Bristol Statehouse Foundation
- Past Board of Directors – WaterFire Providence
- Past General Chairman – Bristol Christmas Festival
- Member – Project Management Institute (PMI)
- Member – Boston Product Management Association (BPMA)
- Official Town Crier – Town of Bristol, Rhode Island
- Member and Past Warden – Knights of Columbus, Bristol Council 379

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Dear Honorable Town Council Members,

I am writing to enthusiastically put forth my name as a candidate to serve on the Bristol 250th Commission. As a lifelong Bristol resident and actively engaged community member, leading initiatives that celebrate our town's rich culture and storied history would be an immense privilege.

My experience spearheading large-scale projects for international companies provides me with skills in strategic planning, marketing, branding and event management that I could leverage in this role. Currently as Head of Public Relations for igus Incorporated, I shape narratives and orchestrate industry programs globally.

Additionally, through my extensive community involvement, I offer critical local expertise and relationships to connect the Commission's efforts to the fabric of our town. As President of the James D. Rielly Foundation, I launched inclusive events like the beloved Bristol Santa House. And from serving on boards of WaterFire Providence to the Bristol Statehouse Foundation, I have championed not only Bristol's heritage but Rhode Island's as well.

From creative development to project strategy to rallying community excitement, I am committed to ensure our 250th commemoration events match the vibrancy of the remarkable history we are celebrating in the town we love. I welcome the chance to collaborate with you on this meaningful initiative. Please feel free to contact me to discuss next steps.

Sincerely,

Michael Rielly

Michael Rielly



mjrielly@gmail.com



linkedin.com/in/rielly

Experienced Marketing Professional



Summary

Highly creative technical marketing professional with over 20 years of progressive experience across a broad range of marketing functions and varied industries. Proven leader with well-developed project management qualities to support product launches, events, marketing campaigns, and go-to-market efforts. A lead-by-example, roll-up-the-sleeves manager with a passion for getting things done. *Areas of expertise include:*

Leadership	Organic Search Optimization	Technical Training
Team Building	Content Development	Marketing Communication
Mentoring Coaching	Online Communities	Event Management
Project Management	Public Speaking	Public Relations



Professional Experience

Head of Public Relations | igus, Incorporated – 2021 to Present

Global manufacturer and distributor of engineered plastics and low-cost automation solutions

- Cultivate and maintain relationships with editors and journalists across industry verticals
- Oversee strategy and execution of in-person and virtual industry tradeshow and press events
- Create customer-facing deliverables, including presentations, case studies, articles, and press releases
- Ensure brand representation through speaking opportunities, sponsorships, and advertising,
- Engage external agency partners, managing SOWs and timelines for defined projects

Marketing Director | Walter Morris Company – 2019 to 2021

Well-established commercial manufacturer rep agency for plumbing, HVAC/R, and water filtration systems

- Implemented marketing operations and branding standards for a 99-year-old company
- Pioneered digital marketing programs, including email marketing, webinars, and social media
- Manage new product launches and sales promotions through marketing co-op programs, email, trade shows, and events

Digital Marketing Manager | Vector Informatik, GmbH (*Vector Software, Incorporated*) – 2015 to 2019

World leader in the development of software tools and components for networking of electronic systems

- Managed the day-to-day content operations of primary web properties
- Developed content for digital advertising, web, email marketing, social media, and affiliate marketing
- Worked with PPC vendor, closely monitoring campaign priorities, performance, and budget
- Analyzed and reported on the effectiveness of digital marketing efforts and measured impact against set goals, including traffic, leads, opportunities, and revenue
- Drove social presence across Facebook, Twitter, YouTube, and LinkedIn

Michael Rielly

Head of Marketing | Rhode Island Novelty, Incorporated – 2012 to 2015

Leading designer, importer, and wholesale distributor of toys, giftware, and souvenir items

- Recruited by the CEO to build and lead a team of 24 web, marketing, and creative professionals
- Developed and executed strategic marketing plans that included website development, outbound campaigns, social media strategies, and tradeshow to generate leads to and attain sales goals
- Spearheaded and managed the launch of new B2B and B2C websites
- Managed special projects for CEO, including staff evaluations, recruiting, and call center analysis

Director of Marketing | Vector Software, Incorporated – 2009 to 2012

Leading provider of software testing solutions for safety and business-critical embedded applications

- Built a marketing team of 5 focused on lead generation and sales support
- Intensified existing marketing and lead generation efforts through email campaigns, surveys, monthly webinars, special promotions, and weekly sales calls
- Managed all aspects of a rebranding of corporate identity, including logo, visuals, and key messaging
- Orchestrated all facets of brand new B2B website and worked full project scope from start to launch
- Organically grew website traffic by 150% and email list by 120% in the first year

Marketing Programs Manager | Dassault Systèmes (*Seemage, Incorporated*) – 2008 to 2009

International provider of 3D design software and Product Lifecycle Management (PLM) solutions

- Produced customized, industry-specific demonstrations, presentations, videos, and podcasts
- Developed and implemented marketing programs to build business unit brand and drive awareness
- Wrote sales collateral such as datasheets, whitepapers, articles, and press releases



Education, Certifications, and Training

- BSME, Roger Williams University
- Everything DiSC Work of Leaders Training
- Practical Product Management Certification, Pragmatic Institute
- Effective Product Marketing Certification, Pragmatic Institute
- Google Ads Advanced Search Certification, Google
- SEO Optimization Certification, SEMRush
- Inbound Marketing Certification, HubSpot Academy
- SynchroSence Product Planning and Process Management Certification, Rachael Company
- Previously held Secret Clearance – Defense Industrial Security Clearance Office (DISCO)



Community Organizations

- President – James D. Rielly Foundation
- Board of Directors – Bristol Statehouse Foundation
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