

Michael R. Lopez

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SENIOR DIGITAL MARKETING STRATEGIST

Managed online portfolios for leading brands like Synopsys, Ansys, Capital Group, Nestle, and MTV

Global marketer and strategic thought leader with over 15 years of proven experience growing revenues, increasing market shares, and building awareness across multiple industries.

Areas of expertise include:

- Social Media ■ Copywriting/Editorial ■ Insights & Analytics ■ Paid Media ■ Web Production/UX
- Team Leadership ■ Email ■ Search and Display ■ Creative Direction ■ Digital Expansion

PROFESSIONAL EXPERIENCE

SYNOPSYS

Head of Social Media

2022 – PRESENT

Team lead and chief strategist for Synopsys' digital channels, supporting an industry-leading organization across a 2M social media footprint.

Key achievements include:

- Growing social presence by more than 50% across 4 years, through strategic paid and organic initiatives
- Architecting \$35B acquisition messaging strategy for Synopsys/Ansys channels. News/trending topics delivered 3M+ Impressions
- Forming launch and digital strategy for executive social program, building CEO followership to 45k (10x growth)
- Designated management for internal social team, creative/agency partners, vendor relationships, and channel peers
- Technical implementations of tools; owning demand gen, AI modeling, GTM Sales Navigator and 4k+ employee advocacy program
- Managing content partnerships with web development, SEO/AEO/GEO, analytics, events, and editorial teams

CAPITAL GROUP

2015 – 2022

Social Media Director

Oversee paid and organic social media programs for one of the world's largest investment management organizations, serving as primary strategic conduit for C-level stakeholders. Key achievements include:

- Launching company Facebook, Twitter, LinkedIn, YouTube, and Instagram pages; leading to a combined audience of over 750k
- Constructing social infrastructure across the organization; increasing web traffic, B2B leads and product awareness
- Running multi-million dollar paid social campaigns; owning budgets, creative direction, execution and insights reporting

ACCENTURE (formerly MEREDITH XCELERATED MARKETING)

2013 – 2015

Digital Consultant: Nestle Brands

Managed digital initiatives for Nestle Hispanic brands, overseeing launch strategies for *Abuelita*, *El Mejor Nido* and *NESCAFE*. Key achievements included:

- Building digital content strategies for Nestle Hispanic brands. Grew social media followership by over 200k
- Overseeing live digital events, on site social giveaways and paid flights that reached 10+ million consumers

MTV NETWORKS

2010 – 2014

Digital and Social Media Consultant: MTV Tr3s

Managed web content, creative direction and social marketing for MTV's bilingual Tr3s site. Key achievements included:

- Building social and editorial calendars for Tr3s' digital audience of over 300,000; including interviews and feature stories
- Supervising creative strategies and blogger influencer networks; including partnerships with *MSN Latino* and *Huffington Post*

ADDITIONAL EXPERIENCE

2002 – PRESENT

Consultant/Advisory Roles: FIRST 5 LA (2015-2021), FUSE TV (2011-2014), ASSOCIATED BANK (2021-2025), SITIME CORP (2024-PRESENT)

Early Career/In-House Management: PLAYBOY ENTERPRISES (2007-2013), MOTOR TREND (2005-2007), WARNER BROS. (2002-2005)

COMPANY AWARDS/RECOGNITIONS

Capital Group Emerging Leader (2020), SocialMedia.org Board Chair (2021), Synopsys Transform Award (2023), Synopsys ONE Award (2025)

EDUCATION

Loyola Marymount University - B.A. Political Science