

Michael L Jones Resume

Internet Strategist and Management Consultant

Internet Strategist | Internet Business Development | Internet Marketing | eCommerce Strategist | Website Development | Social Media and Community Development | IT Management | New Media Development

Accomplished in development and implementation of growth strategies for new and established internet businesses specializing in eCommerce and new media community environments including infrastructure, website development, business development and marketing/promotional initiatives using in house and 3rd party service providers.

Selected Accomplishments.

- Created and managed a 501C3 non profit corporation for the successful promotion of New England Jazz Composers and Performers.
- Developed and Managed seven figure internet marketing campaigns.
- Increased one client's revenues from \$20k to \$1.3 million in 6 months.
- Developed an enterprise level social networking platform.
- Entrepreneurial Development of Internet Social Media Properties.
- Assemble experienced development and back office management teams

Specialized Skill Sets

I possess and therefore can manage all of the skills listed below and am able to implement scalable solutions through the use of proven expertise in various disciplines by including members of my "team".

- Strong web background including thorough knowledge of HTML and web development production, design, usability, content management (CMS) and server/hosting architecture.
- Proven ability to develop solutions by thinking strategically and analytically
- Proven ability to prioritize and solve problems creatively and effectively.
- Experienced in all aspects of Internet Marketing including SEO/SEM, New Media
- Ability to work across organization boundaries on focused web projects
- Ability to visualize complex web architectures, and plan site navigation/architecture/strategy
- Manage several projects concurrently and stay abreast of changing priorities.

- Demonstrated communication and project management skills, concise reporting and presentations.

Experience

- Responsible for design, implementation and management of web-based solutions for eCommerce, Information, Business, New Media and Community Internet properties using CMS systems. This role required the ability to assemble and manage a team of specialists to meet and exceed business requirements for Internet marketing, site development and infrastructure needs necessary to achieve goals.
- Ability to manage teams to work across multiple business groups to successfully aggregate and prioritize business requirements and determine and manage web processes with regard to content, architecture, design, testing, and hosting in accordance with the business strategy.
- Effectively translate business needs and goals into effective web solutions, communicate procedures and guidelines, and deliver to deadlines and expectations. Previous positions have required working with and influencing stakeholders as well as proactively soliciting and developing business partnerships and relationships.
- Process the unique ability and knowledge base to work both on the technical and executive level.

Business Strengths

Strategic Planning | Concept Development | Program Tactics | Written and Oral Client and Management Presentations | Pre and Post Marketing Campaign Evaluations | Recommend, Evaluate, Implement New Revenue Based Opportunities | Provide Professional Leadership and Direction | Management of 3 party web development contractors and service providers

Work history and references are available by request.

CONTACT