

## Michael Conkle

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### Overview

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I've enjoyed a career that has taught me a divergent thinking process not bound by conventional structures, rules, or practices. My track record has consistently delivered high-level performance under pressure within a team, and individual setting. I bring a broad range of management experiences that encompass traditional and online marketing, in addition to the operational side of both. My focus is always one of increased revenues, profitability and company growth.

#### Traditional and Online Marketing

- o Email Marketing
- o Paid Search (PPC)
- o Affiliate Marketing
- o Off Line to On Line Campaigns
- o Direct Response TV Campaigns

#### eCommerce Campaign Management

- o Shopping Cart Integrations
- o Order Processing and Fulfillment
- o Merchant Banking
- o Customer Service
- o CRM Systems Management

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### Skill Set

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- o People
- o Copywriting
- o Photography
- o Website Design
- o Graphics
- o Expert Proficiency in a Broad Set of Software Applications
- o Project Management
- o Financial Modeling
- o Commercial Email Applications
- o IT Support
- o Google AdWords
- o Google Analytics
- o Bilingual in Spanish

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### Education

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- o **BA, Advertising & Marketing**, *University of Washington*  
Seattle, WA
- o **Computer Technology & Database Management**, *Seattle Central Community College*  
Seattle, WA
- o **Principals of Accounting**, *Seattle Central Community College*  
Seattle, WA

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## Professional Experience

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### 2010 – Present

#### Internet Marketing Solutions – Business Owner & Consultant

IMS offers marketing and campaign management services to e-Commerce and web-based clients.

Services provided are:

- Website design and development - both for e-Commerce and brochure ware sites
- Creating and managing Paid Search programs for clients in both consumer products and services
- A to Z Email Campaign Services that included Strategic Planning, Copywriting, Design, Deployment and Back-end Reporting
- DRTV and e-Commerce Operational Management including Order Processing and Fulfillment, Merchant Banking, Customer Service and Telemarketing

### 2011 – 2013

#### Principal Online Marketing Consultant to Live Foods Live Bodies

- Founding member of this Infomercial driven, household appliance company
- Developed product branding with Jay Kordich, the former *Juiceman*
- Managed all website components and online advertising for [www.jaykordich.com](http://www.jaykordich.com)
- Directed e-Commerce campaign management for fulfillment, telemarketing, CRM platform, product procurement, and import logistics
- Provided strategic planning for infomercial and online marketing activities

### 2001 – 2010

#### Sandcastle Interactive – Founding Partner and Client Marketing Director

- Guided the business to become one of the industry's leading asp.net web application developers
- Developed a complete e-Commerce platform including shopping cart, order administration, merchant banking interface, fulfillment and inventory control modules and customer service interface.
- Established Sandcastle as an AbleCommerce Preferred Provider developing ad-on applications for continuity programs, multi pay payment plans, and integration with Order Motions, OMX CRM platform
- Developed and managed a sustaining client base, including T-Mobile Cellular, WebMD, Ronco, SodaStream and Monster Cable
- Licensed our e-Commerce platform to clients on a pay-per-order basis, growing the company by 30% in two consecutive years

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## **Additional Career Positions**

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- **Cesari Interactive – Vice President and COO**
- **Cesari Response Television – Vice President of Media Operations**
- **Trillium Health Products – TV Media & Marketing Director**

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## **Published Articles**

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- Integrating Email & TV Direct Marketing Campaigns, *I Marketing News*
- Infomercial and the Internet, *Response Magazine*
- Ten Ways to Increase your Email Response Rates, *Retailing.org*
- Infomercial 101, *Electronic Retailer*

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## **Seminar & Conference Presentations** (Electronic Retail Association Conferences)

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- eCommerce 101: A General Overview of the major components of e-Retailing
- Integrating the Internet within your Infomercial Campaign
- Fulfillment, Distribution & Customer Service: What Happens After “Submit Order?”
- The Importance of Developing & Maintaining Your Brand Online