

qualification summary

Over five years direct mail experience along with a **BS in Marketing from Temple University** and over **18 years web & graphics design experience**. Proven ability to develop and lead highly effective campaigns and produce dramatic increases in customer response. Adept at formulating strategies and plans. **Comprehensive IT background**. Highly proficient at negotiating contracts, developing partnerships, and supporting all internal departments involved. Able to direct production of marketing, creative, and presentation materials. Equipped with outstanding presentation, leadership, & communication skills; extremely effective in stressful situations. Expert at inter-departmental coordination and communication.

technical proficiency

- Windows & MAC OS platforms
- Adobe Creative Suite (**Photoshop**, InDesign, **Illustrator**, Acrobat, Flash etc)
- MS Office Suite (Word, Excel, Access, **PowerPoint**, Outlook)
- **HTML**, CSS, JS, PHP, MSAccess, MySQL, SEO, jQuery etc.
- **Wordpress**, Joomla, CMSMS, Magento, ZenPhoto, OSCommerce etc.
- Marketing Database Experience

education

TEMPLE UNIVERSITY, Fox School of Business & Management, Philadelphia PA

- **Bachelor of Business Administration** (1994-1999)
- **MAJORS: Marketing & Human Resource Administration**

career background

Boyd Geyer Sign Corp. · Newtown, PA
Production Artist

April 2016 - Present

Design signage, logos banners etc. on a daily basis. Work directly with clients on needs & specs to create a finished product they are happy with. Work with **Illustrator and Photoshop on a daily basis**. Other duties include file setup and prep, vinyl cutting, weeding, taping, mounting, lamination & installation. Also work on assembly of custom signs and displays requiring off-site installation. Excellent use of time and **able to manage schedules while working on multiple projects at a time**. All work completed ahead of schedule with 100% customer satisfaction.

Major Accomplishments

- Reduced backlog after 2nd week of employment
- Established relationships with new clients resulting in increased repeat business
- Improved day-to-day workflow process resulting in increased productivity among all employees

Mike Martinelli Design
Web Graphic & Sign Design (Freelance)

1998 - Present

Over 18 years design experience working with business owners, customers & users to analyze needs & design user interfaces around requirements. Extensive experience in **multimedia, marketing, signage and print design**. Can also hand code HTML & CSS. Experienced with many **Content Management Systems** in addition to Search Engine Optimization best practices. Highly proficient on MAC & PC platforms. Also have copywriting & proofreading experience.

Online Portfolio @ www.mikemartinellidesign.com

Chill Factor Ice Cream Parlor · Bensalem, PA
Owner/Operator

2012 - 2014

Responsible for day to day operations, marketing, customer service, procurement and bookkeeping.

Major Accomplishments

- Re-designed menus and store front signage and designed and implemented a custom POS (point of sale) system resulting in a **13% increase in sales year over year**.
- Tightened controls through efficient schedule writing, savvy purchasing and steadfast P&L management resulting in a **bottom line increase of over 18%**.

HCI DIRECT INC · Bensalem, PA
Marketing Manager

April 2003 - Aug 2008

More than five years of Management experience in the areas of Marketing, creative, IT & finance. Effectively managed budget, P&L, reforecast, creative/list testing & rollout strategies. Manage inside & outside list media planning. Lead all new direct mail efforts; including all aspects of new package creation such as format, offer, creative, copy & photography. Analyze all marketing promotions, lists & creative, producing recommendations for future profit growth.

Major Accomplishments

- Played an intricate role in developing a minimum of eight creative winners resulting in over 30% increase in customer response
- Identified numerous new lists & list segments resulting in at least 30m additional customers annually
- Created & mailed a minimum of 20mm DM pieces & over 6mm alternative media pieces annually
- Streamlined P&L report resulting in more accurate, more efficient and more timely results
- Helped build & launch multi-million dollar marketing database
- Revitalized referral program. Increased customer response by approximately 4% each year