

Michael Lee

Las Vegas, NV

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Work Experience

Sr. Marketing genius

Vision solar - Provo, UT

February 2014 to Present

Assist in the formulation of long-range plans and policies to enhance public understanding, support and acceptance of programs or activities statewide.

- *Research and develop informational materials and complete communication campaigns for release through electronic and newspaper media.

- *Respond to media requests for information of routine and controversial nature.

- *Assemble information kits, edit information materials, releases photographs and feature stories to news media, coordinate media interviews and arrange photographic and electronic media coverage.

- *Research, analysis and graphic representation of data

- Experience with quantitative and qualitative data collection (surveys, focus groups and interviews) and analysis (descriptive statistics and multivariate regression)

- *Familiar with word processing (Microsoft Word), spreadsheet (Excel), GIS (Arc View), and SPSS statistical software on PCs and Macintosh.

Community Development: Coordinated planning for diverse Minneapolis community. Facilitated committees and planning activities. Created and implemented community revitalization strategies. Promoted collaboration with nonprofit's, businesses and governments at city, county and regional levels.

- *Strategic Planning: Partnered with nonprofit executive director and board planning committee to create and monitor successful strategic planning process.

- *Communication Effective in public presentations, teaching/training, group facilitation, and writing; fluent in both English and Spanish.

- *Volunteer Management: Served as director of a national volunteer organization, extending volunteer placement to seven new cities.

- *Organizational Research: Experienced in conducting stakeholder analysis, assessing organizational environment and economic and demographic trends; present findings in effective, immediately useable form.

- Professional Development Training: Coordinated executive development training for government managers and managed.

- Develop digital media materials, as appropriate that help communicate results and success stories.

Manage, edit, and review material submitted for publication. Prepare written articles my own initiative.

Assist in assigning story board projects and perform general quality control.

Sr. Art director & head of Lead Gen.

Had Haus (House) hadhaus.com - Lehi, UT

January 2001 to April 2017

Present-Verifies shipments by checking the shipping documents, making proper notations on the documents, identifying any obvious tears, damage, overage's, or shortages.

- File all important documents copy and scan save electronically.
- I create SEO/Lead Gen sites using ADOBE PHOTO SHOP and Creative Suite.
- Able to use all office tools such as Phone, fax, scan, copy and edit documents to ensure the legibility, very computer literate. Creating a variety of materials for documents. Create reports using Microsoft Excel and Power-point.
- Conducting cost comparison studies; assisting in development of performance work for customers to better suit their goals and maximize their return on investment.
- I serve as a Manpower, Logistics Operations to be the expert on the use of all automated data management systems. Directing the methodologies to support functional area workload. Manipulating or maintaining widely used functional area computer applications to satisfy the needs of many end-users for both in house design layout artists and some vendors.
- Distributes work assignments and delivers delegations of authority in management controls.
- Create and implement new landing pages and other website components such as email newsletters, email blasts, e-cards, photo slider, banner images, and website campaign.
- Work with staff and consultants to implement site promotions, email newsletters, and online outreach campaigns.
- Create, program, and send (HTML) emails and newsletters; format and broadcast all emails and broadcast to constituency using technology to ensure optimal deliveries, considering a wide variety of browser and software recipient capabilities.
- Know and apply principles of advanced SEO and effective SEM for all web content.
- Monitor site functionality, software scans for broken links and non-working forms, plus any needed repair of links.
- Responsible for structure, coding, upgrades, maintenance, troubleshooting system errors and bugs, along with necessary documentation.
- Establish backups and monitor site security.
- Assure web-based information is archived for future needs and reference.
- Monitor daily operation and administration of website and intranet, resolving encountered problems, along with usage of file servers and related systems.
- Update and manage content (written, visual, and audio) for new site and intranet.
- Maintain and review existing web pages for accuracy and to ensure they are current.
- Design and implement new web pages and develop new areas on intranet as directed.
- Update information in correct tagged formats; identify and promote site to others on the Web (search engines, site indexes, and other libraries).
- Manage multimedia library of photos and video footage to be deployed on website and across various social media channels.
- Manage new e-store, personal fund-raising pages, and all components.
- Provides expertise and is responsible for planning, implementing and documenting special events, ceremonies, open houses, tours, and other activities conducted for the purpose of generating public awareness of and new marketing concepts of the mission.
- Responsible for designing, planning, executing and evaluation the public affairs program for a new business owners and salons in a major metropolitan area hosting substantial media interests including television, radio and print media.
- Formulate communication strategies to facilitate support and understanding from local, national, and international media; industry; other agencies; the general public.
- Monitor and perform special projects, as assigned, pertaining to policy or confidential matters to ensure they progress in a timely manner and in accordance with the CEO/CFO guidance.
- Developing talking points, news releases, PowerPoint presentations, articles, and a variety of other outreach material. With the following specs for this position.

Education

Marketing, design, programming

Thrive learning institute - Provo, UT

2012 to 2014