

Michael Brown

Round Rock TX 78681

512.947.8614 michael.brown@mac.com

Objective: Seeking a position that will allow me to demonstrate and expand my experience in management, ecommerce, social media marketing, and information technology.

Education

1998-2002

The University of Texas at Austin

Bachelor of Business Administration in Management Information Systems

Overall GPA: 3.65 Graduated in May 2002 with Honors

1996-1997

Austin Community College, Austin, TX, 28 hours completed

1995-1996

The University of Montana, Missoula, MT, 9 hours completed

Experience

Apr 03-present

CD3, Inc., Round Rock, TX - *IT Director, Online Marketing Manager*

- Established, planned, and administered overall policies and goals for the information technology department.
- Analyzed departments' need, established priorities for system designs / implementations, developed new and modified company's information systems.
- Managed multiple branded ecommerce sites, including social networking, direct-to-customer online marketing, and related analytics
- Created and implemented strategies for B2B website, B2B social media programs, and B2B online marketing

Aug 09 – present

ACLMike.com, Austin, TX - *Social Media Manager*

- Created an online persona for the celebrity/brand 'ACL MIKE', unofficial online voice for the ACL Festival
- Managed online technologies to distribute information through various channels
- Set strategy and plan for ACL Festival 2010

Jan 02- May 02

Dell Computers, Round Rock, TX - *Configuration Management (Intern)*

- Analyzed, developed, installed Roadmap system used by Configuration Managers and Roadmap Analysts
- Developed web based project using SQL Server, Access and ASP

Apr 97- Dec 99

Einstein Bros. Bagels., Austin, TX - *General Manager*

- Responsible for all store operations, P&L
- Supervised 30+ employees; managed ordering, receiving, inventory
- Attained goals: lowered labor costs, increased employee productivity, managed highest grossing EBB store in Texas, lowered inventory costs

Achievements

- Golden Key National Honor Society, University Honors, Hugh Lidtke Endowed, Texaco MIS Scholarship

Skills

ecommerce marketing, ecommerce management, social networking, MS Office, Windows OS, Mac OS, relational databases, OO programming, SQL, VB, VBScript, JavaScript, xhtml, ASP, P&L financials, quality assurance, inventory control, basic office duties, Java, PHP, network administration, SQL-Server, Mac OS, Adobe Photoshop, Dreamweaver, project management, budgeting