

# Michael A. Michelini

## OBJECTIVE

Obtain a challenging and engaging career in online marketing. Acquiring this position will allow me to actively entertain and develop my passion for Internet sales opportunities.

## EXPERIENCE

**Parallel Phenomena, Inc.**, New York, NY Oct 2004 - Present

### *Chief Executive and Co-Founder*

- Exercising my technical and business knowledge, seized the opportunity to start an e-commerce retail company
- Built three web stores, utilizing HTML and customizing templates to take advantage of search engine optimization (SEO) marketing opportunities utilizing relevant and focused keyword structures, meta information, and categorized link directories utilizing Zeus Marketing Tool
- Initiated and foster healthy relationships with various wholesalers and suppliers for these commerce web stores
- Manage Pay-Per-Click (PPC) advertising budget with various search engines and shopping comparison sites

**Deutsche Bank**, New York, NY May 2002 - Present

### *Operations Analyst & Trader's Assistant*

- Gained exposure to four operational departments during the course of the eighteen month training program: Settlements, Purchase & Sales, International Stock Loan, and Corporate Bond Trade Support
- Participated in a four week training program in London, England covering general leadership, management, and financial product training, and participating in local community service events
- Initiated 6 member graduate team to aid in firm's technology transfer of back-end settlements system, eSPEAR
- Liaison hostile stock buy-in situations through phone calls with all involved parties to issue time extensions
- Created morning reports for traders' support team, proactively repairing account and money differences
- Reconciled net exposure with Deutsche Bank Canada and London, resolving price and quantity discrepancies
- Researched and solved transfer technology costing problem by serving as central point of contact regarding department's inventory & costing issues. Coordinated all data center inquiries between IT and Controllers.

**Mobatech, LLC**, New York, NY Jan 2004 - Nov. 2004

### *Sales & Online Marketing Consultant*

- While on-board this mobile Java software company, sales grew exponentially, making its flagship Mobile Checkbook software the most highly downloaded application multiple months on end on the Java Platform
- Initiated and managed Customer Relations Management (CRM) campaign by actively updating current clientele with software version updates, in effect helped grow brand awareness and a small viral marketing effect
- Participated in 5 day Handango Annual Trade Show in San Diego, California, stemming strategic partnerships with an outsourcing porting company, hardware porting company, and other J2ME (Java) software companies

**Morgan Stanley Dean Witter & Co.**, Warren, NJ Jan 2003 - May 2003

### *Financial Advisor Assistant*

- Worked closely with a team of Certified Financial Advisors in conducting marketing activities, focusing on new client acquisition and increasing sales to existing clientele
- Promoted to "team leader" responsible for training new interns, coordinating schedules, and planning seminars

**AT&T Business Services**, Staten Island, NY May 2001 - Aug 2001

### *Metrics and Quality Control Transmission Engineer*

- Assisted in deriving the quality control process for transmission engineering by developing matrixes and templates for the review of site survey jobs and then creating quality control charts for departmental assessments

**Kozmo.com**, New York, NY May 2000 - Aug 2000

### *Associate Database Programmer*

- Created plan for data extraction of demographics as part of a B2B joint venture by conceptualizing and debugging production trigger programs using PL/SQL and expediting database efficiency using an array of software tools

## EDUCATION

**Stevens Institute of Technology**, Hoboken, NJ

Master of Science in Management, Technology Management concentration, May 2003

Bachelor of Engineering in Engineering Management, May 2003, magna cum laude

## PERSONAL

"The Seven Habits of Highly Effective People" Course

Boy Scouts of America Eagle Rank

Interests: traveling, weightlifting, jogging, and freelance writing

US Citizen