

Michael Bennett

220 Garrett Ave, Chula Vista, California 91910
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Work Experience

- 6/07 – Present **Online Producer / Web Designer**
Clear Channel Communications San Diego, California
- Work with account executives to design and create client advertising, including various banner ads, promotional landing pages and online contests
 - Develop top-down website redesigns that effectively capture the on-air personality and brand image of a variety of Clear Channel San Diego radio station websites, including Star 94.1, Rock 105.3, 101 KGB FM, Channel 933 and US 95.7
 - Produce new and relevant content to drive unique visitors, including landing pages, videos, multimedia content and promotional graphics
 - Create, design and maintain locally generated content, including weekly emails, social networking programs and seasonal content, online event calendars and contest pages
 - Develop and execute tactical plans in support of both the programming and sales department of each station
 - Serve as technical support for on-air personalities regarding their web pages
- 2/07 – 6/07 **Regional Marketing Coordinator, Southern California and Nevada**
Starwood Hotels and Resorts
- Responsible for creating online marketing content for a variety of properties, including Sheraton, Westin, W, Planet Hollywood and St. Regis hotels and resorts
 - Develop unique landing pages for all applicable properties and destination sites
 - Create a variety of marketing imagery, including advertising banners, logos, promotion headers and print ads
 - Analyze online metrics on special offer and destination sites for monthly reports
 - Support the Director of Field Marketing in developing and implementing new programs and partnerships
- 6/05 – 2/07 **Associate Project Manager, B2B Marketing**
Sony Electronics San Diego, California
- Identify the need for and supervise the creation of marketing materials for various B2B resellers and business end-users
 - Coordinate collateral creation from inception to delivery
 - Participate in reseller marketing research to identify key market segments and the collateral most appropriate for them
 - Operate as the point of contact for various stakeholders within Sony and outside service vendors
 - Track campaign metrics against business objectives to ensure maximum performance
 - *Note: Contracted to Sony through the Sapient Corporation*
- 6/05 – 10/05 **B2B Product Merchandising Manager, Portable Electronics**
Sony Electronics San Diego, California
- Supervise Online Catalog Managers to insure accurate and timely creation of product data on various B2B websites, including sony.com/business
 - Work to effectively feature and promote digital camera, camcorder and portable audio products and promotions
 - Collaborate with business stakeholders to explore merchandising possibilities and resolve merchandising issues
 - Work closely with development teams on merchandising enhancements
 - Drive business goals including increasing conversation rate, attach rate, up sell and cross sell
 - Establish and enforce rigorous QA and editing processes
 - *Note: Contracted to Sony through the Sapient Corporation*

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Work Experience (continued)

- 10/03 – 6/05 **Online Content Manager, Digital Imaging**
Sony Electronics
- Manage and merchandise digital imaging products for sonystyle.com
 - Create and edit catalog content, product briefs, 3D modeling scripts, and comparison chart data
 - Design and manage online promotion pages, informational landing pages and online comparison charts
 - Create imagery for all of the above, including promotional graphics, advertising banners and web-optimized product photographs
 - Supervise Portable Electronics product data migration from Enfinity CMS to the IBM Websphere platform
 - *Note: Contracted to Sony through the Sapient Corporation*
- 12/02 – 6/03 **Web Content Manager**
Super Warehouse
- Manage and merchandise product information for superwarehouse.com
 - Write and edit catalog content for a variety of products, including Monitors, Plasma Displays, Scanners, and Projectors
 - Design and manage specification charts and interactive buying guides
 - Create imagery for all of the above, including promotional graphics, advertising banners and web-optimized product photographs
 - Work to increase conversation rate, attach rate, up sell and cross sell
- 3/00 – 4/01 **User Interface Designer**
America Online San Diego San Diego, California
- Design front-end user interfaces for Decision Guides used on America Online, Netscape, CompuServe and other AOL properties
 - Work with producers to identify content needs and schedule deliverables
 - Optimize product imagery for display on the web
 - Design and create logos, promotional imagery and advertising banners
 - Create online user interfaces in Coldfusion that automate the production of logos, headers and other graphic collateral

Education

- 9/99 – 5/03 **Bachelor of Science Degree**
San Diego State University San Diego, California
- Television, Film, and New Media Production

Areas of Expertise

Skills

- Graphic design for web and print
- Multimedia production
- Audio/Video production
- Online marketing
- Web merchandising
- HTML (XHTML 1.1, CSS)
- Photography, including digital
- Copywriting and editing
- Advertising and public relations

Software

- Adobe Photoshop
- Adobe Flash
- Adobe Illustrator
- Adobe Premiere
- Adobe After Effects
- Adobe InDesign
- IBM WebSphere Commerce
- Intershop Enfinity CMS
- Omniture SiteCatalyst