

Mike Corrales

HOME 3788 10th Avenue San Diego, CA 92103
MOBILE (619) 253-4900
GOOGLE VOICE (619) 365-5550
EMAIL mikecorrales@gmail.com
WEBSITE www.mikecorrales.com

OBJECTIVE

To use my passion for building customer-centric businesses and leading Internet strategy, marketing, and technology development for forward-thinking organizations.

EDUCATION

University of San Diego – College of Arts & Sciences

Communication Studies, Mass Media Communications

Spanish

09/1994 – 05/1998

- Student Body President – Associated Student Government
- Alcalá Award Recipient – Faculty and Staff's Selection as Top Undergraduate Student
- Outstanding Senior Man Award Recipient – Peer Voted Top Student Honor

Columbia University – Graduate School of Business

Executive Program in Strategic Marketing Management

Fall 2006 – Fall 2006

COURSEWORK

- U.C. Berkeley Extension – XML Application Development (Spring 2001)
- Ken Blanchard Companies – Situational Leadership II (2002)

EXPERIENCE

Socialwise, Inc. Director of Marketing

01/2009 – current

- Manage all brand development, user experience and marketing design for BillMyParents youth payment system.
- Design social media utilities and viral applications (Facebook and MySpace) and architect all front-end related website development.
- Track and monitor website performance for all web properties and continually optimize to improve sales conversion for e-commerce websites.
- Drive strategy and implementation of paid online marketing and social media marketing campaigns.
- Develop creative marketing concepts driving new opportunities to maximize consumer marketing touch-points, skyrocket partner performance and boost brand recognition; including: in-game advertisements, unique creative, and celebrity endorsements.

Greenest Host Founder and CEO

04/2007 – 01/2009

- Conceptualized concept and researched all leading-edge technology breakthroughs in web server efficiency and clean power generation to introduce a market-leading green technology service.
- Performed all pre-launch business planning and strategy functions.
- Directly planned and executed all business and technical operations, including administration, hardware technical and software design functions, to take the service from concept to launch in less than four months.
- Secured a Series A round of financing that allowed the business to accelerate growth in the areas of marketing, sales and business development.
- Managed support staff, IT staff and all technical functions related to providing outsourced hosting and data center operations services.
- Strategically planned and executed all online direct marketing and social media marketing campaigns.
- Performed all budgeting, finance and accounting operations.
- Devised all public relations and marketing communications strategies.
- Accomplishments: International press coverage of service including: named one of PC World's "10 Greenest Tech Products" in 2007, selected as a TechCrunch40 demo company, featured in CNET, InfoWorld, eWeek, The Huffington Post, and many other media outlets.

Greenest Marketing Founder and CEO

01/2008 – 01/2009

- Directly managed all design, marketing, sales and support staff.
- Strategically planned and executed all client's direct marketing and social media marketing functions.
- Performed all project management duties related to web design projects, including: gathering the requirements and understanding the scope of the project, delivering a scope of work and requirements document, producing a project plan and delivery timeline, and managing all human resources related to the project.
- Proactively communicated project progress and provided primary support for all marketing and design projects.
- Developed many concepts and oversaw the creative teams efforts to develop concepts to meet client requirements.
- Selected all technology solutions and directed the implementation of solutions to meet clients' business requirements.

Fashion Institute of Design and Merchandising (FIDM) Instructor

10/2007 – 05/2008

- Taught E-commerce and Internet Marketing for second-year Merchandising and Marketing majors at the nation's leading, fully-accredited, private fashion college.

Streamload, Inc. Director of Marketing

07/2004 – 03/2007

- Managed 20 marketing and customer service professionals and oversaw brand development, direct marketing efforts, marketing communications, public relations, creative development, web design, event marketing, and customer service.
- Formulated strategic road-maps: market segmentation, competitive analysis, positioning, user testing, and product requirements for consumer product development; ensuring the development of market-driven products and services.
- Developed and implemented tools to track, streamline and improve new customer acquisition, customer retention, market research, customer relationship management, online marketing campaign management, and corporate blogging efforts.
- Awards: SD Business Journal's 100 Fastest Growing Companies 2005 & 2006, Most Innovative New Product Finalist 2006 (CONNECT), Red Herring's 100 Top Private Companies 2006, PC Magazine's Digitallife "Best in Show" 2005 & 2006, SIIA CODiE Awards 2005 & 2006, CES Innovator Award 2006, Webbie Award 2006.
- Accomplishments: Planned and directed efforts resulting in high-profile company features in the New York Times, Bloomberg Radio, Business Week, PC Magazine, PC World, CNET, TechCrunch, ABC News, USAToday, Time Magazine, and hundreds of other media outlets.

FirstWeb Media Founder and Managing Director

02/2003 – 07/2004

- Provided strategic development strategy, design input, project management and ongoing support for over 125 corporate, ecommerce and marketing clients
- Devised and executed all online and offline marketing activities for FirstWeb Media.
- Strategically planned all paid-inclusion search marketing activities for client companies in the extreme sports equipment and apparel, telecommunications equipment, web design and development, Internet hosting, orthopedic and ergonomic products, real estate listings, and home loan financing markets.

Proflowers.com / Provide-Commerce, Inc. Senior Account Manager – Business Services

07/2002 – 02/2003

- Managed direct-sales related efforts with commerce partners for in-store product sales, corporate incentive programs, marketing incentive programs, and online collaborative commerce partnerships.
- Created new initiatives, incremental growth opportunities, and brand extension programs for major retail partners.
- Developed and ran flower and gift-related private label sales channels for partner companies such as Martha Stewart, QVC, Costco, Albertson's, and Kroger Foods.
- Managed retail in-store, corporate incentive and collaborative commerce sales staff.
- Devised key performance indicators, set team goals and managed to monthly, weekly and daily sales targets.
- Strategized and developed new, non-traditional retail and wholesale sales opportunities.

Proflowers.com / Provide-Commerce, Inc. Marketing Manager

07/2000 – 07/2002

- Secured, managed and grew relationships with top online marketing partners including Amazon.com, Microsoft (MSN), Yahoo!, and Google to account for more than half of company's new customers.
- Tested marketing concepts and campaign variables using disciplined direct marketing techniques to realize incremental efficiencies in marketing campaigns; resulting in profitably increasing marketing efficiency over 400% in year one and an additional 100% in successive year.
- Directed radio advertising efforts in 125+ U.S. radio markets.
- Managed personality-based radio advertising agency and effectively built efficient year-round radio personality endorsement portfolio.
- Constructed tracking database to measure personality and market proficiency, generate key performance indicator reports, and provide near-immediate performance feedback to improve radio personalities' on-air sales performances.
- Managed all print-related new customer marketing campaigns; including marketing concepts, ad copy, and print designs.
- Created department-wide annual budgets and forecasting models.

Proflowers.com / Provide-Commerce, Inc. Business Development Manager

10/1999 – 07/2000

- Initiated affiliate recruitment and built and managed new business partnerships.
- Designed reciprocal partnership marketing programs with other companies, including: Yahoo!, Blue Mountain Arts and Excite@Home.
- Created promotional opportunities surrounding peak-seasons – ran national contests and sweepstakes and created viral marketing campaigns.
- Built and managed secondary online sales channels, including: online stores in Yahoo! Shopping, Amazon.com, and other online retail outlets

WebEntrepreneurs.com Director of Website Content

06/1999 – 10/1999

- Developed and oversaw all development of website content for business start-up incubator.

Enterprise Rent-A-Car Sales Account Executive

06/1998 – 06/1999

Midwest Television Research Assistant

09/1996 – 08/1997

- Conducted consumer research and provided marketing testing for programming options for local CBS television affiliate and two company owned radio stations.

SKILLS

- Spanish – highly proficient
- Adobe Photoshop and Dreamweaver – expert
- Adobe Illustrator and In-Design – highly proficient
- Paid Online Advertising – expert
- Search Engine Optimization – highly proficient
- Social Media Marketing and Development – expert
- LAMP Web Development (Linux, Apache, MySQL, PHP) – highly proficient
- HTML, PHP, Java Script and AJAX Web Development – highly proficient
- Public Relations Planning and Strategy – highly proficient
- Copy Writing – highly proficient
- User Experience and Interface Design – Highly proficient

AFFILIATIONS

- San Diego iMarketers Association
2001 – present