

MICHAEL E. LAPAN

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MARKETING COMMUNICATIONS MANAGEMENT

Brand Management / Integrated Marketing Communications / Market Research

Talented, results-producing Marketing Professional with a proven record of accomplishment in planning and leading comprehensive marketing strategies in support of business goals and objectives. Expertise in both creating and directing the creation of marketing tools as well as steering the execution of marketing programs. Demonstrated success driving growth in targeted markets through implementation of key projects. Solid leadership skills; able to build and guide top-performing marketing teams. Adept at communicating with management, vendors, and internal departments to coordinate overall marketing efforts.

- Strategic Market Planning
- Marketing Collateral Development
- Web Development & Web Management
- Direct Marketing Programs
- Integrated Marketing Communications
- New Market Penetration
- Market Research & Analysis
- Team Building & Team Management
- Budget Preparation/Administration
- Marketing Analytics/Metrics

PROFESSIONAL EXPERIENCE

DIRECTOR OF MARKETING, 2003 – Present
CIRRASCALE / VERARI SYSTEMS – San Diego, CA

Define strategy for and develop, execute, and manage comprehensive marketing plans encompassing integrated marketing initiatives designed to penetrate and grow targeted markets. Communicate with customers, senior-level management, internal departments, and vendors to coordinate overall marketing effort in accordance with corporate goals. Drive current corporate environmental strategy. Plan and carry out global market research and analyses. Play integral role in product development activities. Lead and direct highly successful, forward-thinking marketing team. Prepare and manage \$1.6 Million marketing budget.

Selected Contributions:

- ✓ Drove increase of overall web traffic for corporate site by up to 20% year over year for past seven years.
- ✓ Built and managed the company's Platform as a Service offering for Deep Learning applications.
- ✓ Increased press and analyst awareness by nearly 40% through designing and launching new marketing strategy.
- ✓ Increased new-product revenue from zero to \$3.2 Million within three months of launch by spearheading creation and implementation of highly effective PR and marketing campaigns.
- ✓ Developed plan and implemented corporate Intranet team collaboration software saving \$130,000 in the first year and increasing overall employee productivity.
- ✓ Planned and led execution of online advertising campaign that increased monthly revenue.

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*Professional Experience Continued***BBSM MARKETING WEB MANAGER, 1998 – 2002**

CISCO SYSTEMS – San Diego, CA

Developed and managed a wide range of marketing tools, including promotional materials, user documentation, web site content, and router Graphical User Interfaces. Defined and evaluated product marketing collateral, programs, and analyses. Tracked, projected, and reported Internet portal marketing programs. Maintained communication with management to ensure web marketing activities aligned with business goals. Provided leadership and direction to marketing associates guiding the creation of web interface control panels and GUIs to ensure congruence with objectives.

Selected Contributions:

- ✓ Co-developed and implemented best-in-class enterprise wide intranet, codenamed *Nexus*.
- ✓ Developed new router and switch interfaces based off market research data becoming web interface standard for products.

DIRECTOR OF INTERACTIVE MEDIA, 1996 – 1998**MARKETING MANAGER, 1995 – 1996**

ATCOM / CAIS INTERNET – San Diego, CA

Managed a team of individuals to carry out a full range of marketing functions. Designed graphical user interfaces for internet kiosk units in airports, convention centers, hotels and game outlets. Established market selections, pricing, and programs. Drove web site promotions and communicated to key executives regarding marketing programs. Developed creative print and online marketing collateral. Drove interactive media initiatives for internet programs.

Selected Contributions:

- ✓ Recognized in Fortune magazine article for leading GUI designs for GameWorks, AT&T, Royal Caribbean, Mail Boxes Etc., Celebrity Cruises, Delta Airlines and Microsoft.
- ✓ Responsible for the company's first Internet marketing efforts, significantly reducing company costs while driving corporate brand recognition.

EDUCATION

Bachelor of Science Degree, Information Technology

Minors: Marketing and Web Integration/E-Business

2004 • University of Phoenix – California, USA

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RECOGNITIONS & AWARDS

Employee of the Month, 2005 • Verari Systems – California, USA
Employee of the Year, 1997 • CAIS Internet – California, USA
Employee of the Month, 1995 • ATCOM/INFO – California, USA

PROFESSIONAL REFERENCES

As a potential employer, I would encourage you to discover the total value I can add to your organization. In addition to a personal interview, I believe this to be best accomplished by contacting my professional references. The following individuals are pleased to recommend me:

Victor Hester

Cirrascale Corporation
Vice President, Operations
CALL ME FOR CONTACT INFO

Steve Tarantino

Cirrascale Corporation
Senior Vice President, Strategic Sales
CALL ME FOR CONTACT INFO

Nick Points

CharTec Corporation
Business Development Manager
CALL ME FOR CONTACT INFO

Eric DuRose

EDR Web Designs
Senior Web Developer
CALL ME FOR CONTACT INFO

WEB AND DESIGN PORTFOLIO

To view my active portfolio of web and graphic design projects, please visit www.madeinlapan.com.

By visiting my online portfolio, you can see that I am not only a marketing and communications director, but that I am a true "working" manager with a wide skill set that includes modern web site and graphic design implementations.