

## **JASON H. MICHAELS**

Sacramento | California | 95818

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### **STATEMENT**

I am a marketing professional with more than ten years of expertise in the publishing, healthcare, and online retail industries. I am known for my creativity, speed, ability to budget, manage staff and for delivering a quantifiable return on investment. I've successfully built teams, fixed ailing teams, introduced new products, and turned around products that needed a new approach.

### **WORK EXPERIENCE**

ART.COM, INC. – Senior Marketing Manager, 12/06 – 4/07 (product division closure)

- Planned and managed multi million-dollar integrated marketing budget for Art.com's newest marketplace focused on original and fine art, Sistino ([www.sistino.com](http://www.sistino.com))
- Exceeded first quarter revenue goals by 40% by executing email marketing, search engine marketing, search engine optimization, placement, and direct mail marketing programs
- Merchandised product assortment to increase website visits, page views, and conversion rate
- Developed multimedia and social media marketing channels that included content-rich blogs, video-, and audio-podcasts about fine art

FUTURE US, INC. – Director of Marketing, Games/Tech and Online, 3/04 – 12/06

Formerly Future Network USA

- Directed marketing for three national print publications with monthly circulations of nearly 1 million and three international online publications with monthly circulations of more than 3 million
- Planned and manage an annual marketing budget for Future's games and tech marketing departments
- Reduced customer acquisition costs by 20% through contract negotiation and campaign efficiency
- Developed advertising programs that contributed more than \$500K in annual revenue. Partners included Dodge, Microsoft, Pepsi, Ubisoft, Comedy Central, among others

SALU, INC. – Marketing Manager, 10/01 – 2/04

dba Skinstore.com

- Developed direct-response marketing materials with pharmaceuticals/FDA for customer acquisition programs
- Created training and field marketing materials for sales staff that increased customer response by 15%
- Managed print, online and trade advertising for Salu's premier property, NeuroHub
- Directed marketing staff to successfully achieve brand and companywide objectives

IGN ENTERTAINMENT – Director of Marketing/Publisher, 2/99 – 10/01

Incubated within Future US; IPO as Snowball.com; now owned by News Corp/Fox Interactive

- Managed the P&L for IGN.com; a total of 30 employees in three states
- Directed a \$5 million annual marketing budget that included print, online, radio and event advertising
- Developed customer acquisition programs that acquired more than 1.5 million customers in 12 months
- Negotiated national marketing programs with Coca-Cola, Fox Pictures, Sega of America, among others

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FUTURE US, INC. – Marketing Manager, 8/97 – 2/99

Formerly Imagine Media, Inc.

- Marketed three national publications, as well as launched a successful national trade publication in a challenging advertising environment
- Created public relations, sales and advertising materials for three national print publications
- Create a client-focused advertising website – one of the first for print publications in the game industry

IMAGINE MEDIA, INC – Project Manager, 6/96 – 7/97

- Led revenue-generating CD-ROM multimedia projects that accompanied national consumer publications
- Created magazine subscription program incentives that yielded increased subscriptions for two publications

INTEL CORPORATION – Public Affairs Assistant, 9/95 – 6/96

- Selected for an advisory board that recommended technological grants
- Assisted with the organization of media events

**EDUCATION**

- UC Berkeley Extension · Senior Marketing Management
- UC Berkeley Extension · Marketing Planning
- UC Santa Cruz · Bachelor of Arts in Psychology
- UC Santa Cruz · Bachelor of Arts in Studio Art

**AFFILIATIONS**

- Board Member of the Sacramento/Davis, California Chapter of Hillel
- University of California at Santa Cruz Alumni Member
- Academy of Interactive Arts and Sciences Member

REFERENCES AVAILABLE UPON REQUEST