

Jason H. Michaels

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Statement

I'm a marketing professional whose expertise extends to e-commerce, web communities, on- and offline-publishing, and healthcare. I'm known for my creativity, speed, ability to budget, manage, and for delivering a quantifiable return on investment. I've successfully built teams, fixed ailing ones, introduced new products, and developed strategies to revive products in need of a fresh approach.

Experience

RedBubble.com, Inc. – Worldwide Sales and Marketing, 9/08 - Current

- Developed strategies and tactics that deliver record year-on-year company sales
- Transferred (evaluated, chose, managed partnership) t-shirt production from Germany to the United States - doubling margins for outgoing apparel products
- Executed a thought leadership initiative that leveraged the member-base to increase sales; wrote and distributed articles, created a sales group with 300-plus members
- Presented RedBubble to leading Sand Hill Road venture capital firms with company founders in Q1 2009

Lumens.com – Senior Marketing Manager, 5/07 – 9/08

- Set daily, monthly, and year-on-year sales records by implementing search engine marketing tactics that drove qualified customers to Lumens.com
- Recommended and managed website changes that aided shoppers and increased conversion rates/sales (user interface design)
- Led a customer communication strategy that increased search engine-referred sales
- Created blogs that aided search engine rank - and at times outranked all competitors

Art.com, Inc. – Senior Marketing Manager, 12/06 – 5/07

- Managed integrated marketing budget for Art.com's ArtistRising.com marketplace
- Exceeded first quarter revenue goals by 40% using email marketing, search engine marketing, search engine optimization, and direct mail marketing programs
- Merchandised the product assortment to increase website visits, page views, and sales
- Managed social media marketing channels including content-rich blogs

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

- Directed marketing for three national print publications with 1 million readers, as well as three international online publications with monthly readerships of more than 3 million readers
- Launched GamesRadar.com, positioning Future as the #3 player in the online games information space
- Reduced customer acquisition costs by 20% through contract negotiation and campaign efficiency
- Developed advertising programs that contributed more than \$500,000 in annual revenue (Partners included Dodge, Microsoft, Pepsi, Ubisoft, Comedy Central, among others)

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Salu, Inc. – Marketing Manager, 10/01 – 2/04

- Managed print, online and trade advertising for Salu's premier property, NeuroHub
- Developed direct-response marketing materials requiring FDA oversight on behalf of international pharmaceutical firms
- Created field marketing materials for sales staff that boosted customer response by 15%
- Directed marketing staff to successfully achieve brand and companywide objectives

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

A property of News Corp/Fox Interactive

- Managed the P&L for IGN.com; 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

Future US, Inc. – Marketing Manager, 8/97 – 2/99

- Marketed three national publications with circulations exceeding 1 million monthly subscribers.
- Launched a national trade publication in a challenging advertising environment; this publication rose to market leadership in less than six months.
- Created one of the first client-focused websites for a print publication

Imagine Media, Inc. – Project Manager, 6/96 – 7/97

- Led revenue- and subscription-generating CD-ROM multimedia projects that accompanied national consumer publications reaching 1 million monthly readers
- Created successful subscription incentives that increased magazines subscriptions and advertising rates

Intel Corporation – Public Affairs Assistant, 9/95 – 6/96

- Assisted with planning of Intel division media events
- Advisory board member that recommended grants to K-12 and private education groups

Education

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

Affiliations

- TED (www.ted.com) conference photographer (2002, 2003, 2009)
- ESRB Advertising Review Counsel (Future US) (2005-2006)
- Board Member, Hillel at Davis and Sacramento (2000-2003)