

Mike Stock

371 W. 20th Street Holland, Michigan 49423 616.638.8502
mike@nutmeatsandbutterknives.org / mike.stock@gmail.com

Technical Summary

- Dreamweaver CS3
- Microsoft Office
- Visio
- Photoshop – CS3
- InDesign – CS3
- Quark Xpress
- Numbers
- Keynote
- IBM WebSphere 5.2
- Oracle Portal 2.0 (9iAS)
- Illustrator – CS3
- Day Communiqué
- Vignette
- Pages
- Google Analytics/WebTrends

Professional Experience

Ottawa County – Holland, MI

Marketing Specialist

Aug. 2007 – Present

Ottawa County Michigan Works!/Community Action Partnership - county non-profit business partnership and training agency combined with the county's non-profit housing authority.

Repositioning brands of both Michigan Works! and CAA; separating audiences and messaging accordingly; budgeting and long-term strategy

Activities Specific to Michigan Works!

- Defining audiences
- Separating audiences determined by levels of service
- Redesigning messages to each audience
- Developing audience-specific look and feel
- Shifting mission of Michigan Works! from just individual job seeker to include business partner and economic development
- Internal marketing in order to gain consensus on brand shift
- Rebranding Michigan Works! through:
 - Targeted messaging to separate audiences
 - Redesigned look and feel targeted to separate audiences
 - Sponsorship of non-traditional events
 - Partnership with innovative businesses and leaders
- Quantify marketing efforts through:
 - using web stats
 - narrowing media outlets per audience
 - analyzing ROI on gray-area outlets such as radio, billboards

Activities Specific to Community Action Partnership

- Highlighting the Agency's various functions in the community

- Building marketing and network access with community businesses for future partnerships
- Fundraising – drawing donors and audience from the county of 1632 sq/mi, 266,000 residents

Activities For both Michigan Works!/CAA

- Developing legislative contacts
- Raising awareness of local agency activities at state level
- Developing media contacts
 - Television
 - Radio
 - Print
- Better utilization of web site to communicate to wider audience
- Quantify marketing efforts utilizing:
 - web stats,
 - numbers of phone calls referencing specific phone number
 - use of newly developed user tools
- Copywriting: Press releases, radio spots, brochures/literature, print advertising, annual report, correspondence to media, county employees, county citizenry
- Appearing on local access television to promote activities
- Speaking on radio spots to promote activities
- Media placement/calendar
- Collateral design and layout
- Budget projects

Select Resources – Grandville, MI

Business Analyst

Nov. 2006 – Jun 2007

Contracting at Johnson Controls, Inc. as a Business Analyst on the Employee Portal team, leading global projects as IT Project Lead: 1) Six Sigma – Continuous Improvement, 2) Supply Chain Management

- After a project request, I develop key contacts related to requestor's department within the business (domestic and global), creating a Project Charter: identifying the core team, list of interviewees defining audience, stakeholders, scope, budget.
- I develop lists of probing questions, delivered in a conversational tone regarding audience's present situation and their desired end result. What results is series of use cases that contribute to project goal.
- Documenting user-centered tasks (use cases): watching users work and documenting results
- Writing the functional requirements for business approval
- Writing technical requirements for IT/programming consumption. Clarity is key here; business understands what is expected, and approves, IT understands site behavior and how to program for it. There is no interpretation.
- Creating site map and information architecture: organizing the information/content into logical usable navigation – using Visio or Excel
- Creating wire frames for generic layout approval – using Visio, Powerpoint or Photoshop

- Creating a Usability Plan based on questions related to the project; conducting usability testing by sampling audience members, often by role or region.
- Created portal site framework for content managers to work within – using Day Communicate and Vignette
- Communication/launch plan/implementation; creating the communications surrounding a product launch and determining the best channels and the timing of communications release
- Presenting to management using Powerpoints, Visio, handouts, online demonstrations (subjects included project updates, one-on-ones, executive summaries, project overviews/reviews)
- Mediation/conflict resolution – finding common ground amongst constituents and stakeholders, and finding common goals of separate departments brought together by specific project
- Six-Sigma-CI project (global, enterprise-wide [Automotive Experience, Building Efficiency, Power Solutions]): postponed due to business resources. Got as far as wire frames.
- Supply Chain Management: three successes: 1. Launched three days early, 2. Constituent group created its own content, 3. First group to need intranet-type tool as opposed to informational site.

Haworth, Inc. – Holland, MI

eMarketing Specialist

2001 – Nov. 2006

Designed, lead the project (business-side), built and managed user-facing Extranet – Java and WebSphere-based platform – and also other like-projects of equal or lesser scope

- Users are 300 independently-owned furniture dealerships
- Stakeholders are nearly every Corporate department, and all Haworth employees not HR-related
- Conducted lead research on portal strategies – found studies (Gartner) and companies willing to have a discussion
- Conduct product reviews and lead proof of concepts projects
- Conducted role-based interviews with 35 representative dealerships – sales, customer service, design, dealer-owner, administrative - documenting user requirements – what would they want from a web site to: a) make transacting with the company easier, b) reduce passwords, c) reduce repetitive calls to customer service (and other departments), d) finding non-public product information easier
- Gathered requirements from multiple departments within company – a) what will reduce phone calls, b) what departmental content will help a dealer, c) close a sale, d) reduce questions
- Required internal resource buy-in as continued content creator/manager
- During internal interview process I often discovered workflow and business process overlaps, which were corrected – often saving thousands of dollars
- Wrote functional requirements combining internal (corporate) / external (dealer) feedback

- Wrote technical requirements (This is what each screen should do, click here, screen refreshes, etc.) in clear, concise English to serve as direction for programmers
- Business lead for Information Architecture – created site map and created the logical flow of navigation for site and per page – using Visio
- Create wire frames for each screen, and each per-click – using Visio and Photoshop
- Designed user interface (GUI) – worked with marketing brand standards, incorporated them into portal constraints. Worked directly with graphic designer and java programmer to iron out look and feel, and site behavior issues.
- Created portal site itself using the IA structure – using WebSphere and IBM Web Content Management
- Performed user testing with external and internal audiences
- Provided these services for three Portals (html, Oracle, WebSphere)
- Provided above services for corporate global intranet – created Project Charter, chose cross-functional team, specified language-specific, personalized, decentralized content managed, wrote functional and technical requirements, created wire frames. Project on hold due to budget restraints.
- Project-managed many other sub-projects such as user-registration, guest-services, occasional agency-related print collateral, graphic design

Highlights

- Changed the way corporate communicated: 1. Amongst departments 2. From corporate to its dealer network 3. Created one communication channel 4. Obsoleted 5-7 channels of communication
- Increased traffic to sales tools and secured financial access for dealerships
- Combined 5 essential secured sites under one password – created a true SSO scenario

McKeough Land Company – Grand Haven, MI

Marketing Director **2000 – 2001**

- Determined branding and messaging
- Designed 9 unique URLs
- Search engine optimization – each URL placed first page on Google, Yahoo, etc. in respective categories
- Determine ad strategies and campaigns
- All graphic design, collateral, printing
- Managing work through agencies

Stock Communications, LLC – Grand Haven, MI

Freelance/Creative Director **1999 – 2001**

- Responsible for layout of Lakeshore Family Times (lakeshore family-oriented magazine)
- Graphic design for local business

Cadillac Plastic – Troy, MI

Art Director

1994 – 1999

- Managing global brand and identity (corporate logo was a halftone)
- All graphic design
- Expanded target-market concept through short-run digital press
- Create industry's first web site
- Create industry's first extranet, with Northrop Grumman
- Hired agencies, managed multiple projects both in-house and through vendors
- Trade show messaging and graphics

Raytheon – Lexington, MA

Artist/Illustrator

1990 – 1994

- Technical illustration of circuits, radars, machines and more
- Prepare presentations for government-sponsored scientists
- Awarded Secret clearance

MacTemps

Macintosh Temporary

1988 – 1990

- Worked in many of Boston's largest companies

Education

B.A. 1986 – Principia College, Elmhurst, IL. Created special major: *Communication Through Pictures and Words*

Dean's List, fall 1985 – Emerson College, Boston, MA