

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

Software 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 Communicé
- Vignette
- Pages
- Google Analytics/WebTrends

Work Experience

Marketing Specialist. Ottawa County Michigan Works!/Community Action Partnership, Holland, MI

County non-profit business partnership and training agency combined with the county non-profit housing authority. 8/07 – present.

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

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:
 1. Targeted messaging to separate audiences
 2. Redesigned look and feel targeted to separate audiences
 3. Sponsorship of non-traditional events
 4. Partnership with innovative businesses and leaders
- Quantify marketing efforts through:
 1. using web stats
 2. narrowing media outlets per audience
 3. analyzing ROI on gray-area outlets such as radio, billboards

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

For both Michigan Works!/CAA

- Developing legislative contacts

- Raising awareness of local agency activities at state level
- Developing media contacts
 1. Television
 2. Radio
 3. Print
- Better utilization of web site to communicate to wider audience
- Quantify marketing efforts utilizing:
 1. web stats,
 2. numbers of phone calls referencing specific phone number
 3. 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

Business Analyst. Select Resources, Grandville, MI

Recruiters / placement. 11/06 – 06/07.

IT Project Lead for global Employee Portal Intranet

- Creating project Charter
- Defining audience and site positioning
- Stakeholder/audience interviews – drawing out daily experience, developing use cases
- Documenting functional requirements – how the business wants the site to work
- Documenting technical requirements – how IT needs to program the site
- Project management
- Use case analysis
- Mediation/conflict resolution
- Information architecture: organization of content, and site navigation
- Look and feel / wire frames
- Usability testing
- Communication plan - launch / implementation – deciding on communication channels and timing
- Management presentations: project proposal, budget, executive summaries, project updates, (Powerpoints, live online, handouts, one-on-ones)

eMarketing Specialist. Haworth, Inc. Holland, MI

Global manufacturer of office furniture. 3/01 – 11/06.

Marketing team lead on design/implementation of dealer communications portal and other projects.

- Elevated design / functionality of communications portal to best-in-class
- Managed projects of other essential sites within corporate branding strategy
- Redefined company workflow of communication:
 1. Amongst internal departments
 2. From corporate to extended dealer network
 3. Obsoleted 5-7 channels of communication
- Active liaison among external users, internal stakeholders, and IS developers
- Gathered audience role-based requirements

- Advocated and designed best-in-class communications experience
- Managed multiple projects in-house and through agencies
- Communication strategies
- Interface design
- Usability testing
- Graphic design – marketing collateral
- Created training materials & training large sales-based groups
- Content managed with brand and messaging/copywriting
- Supported specific sales initiatives/product launches

Marketing Director. McKeough Land Company, Grand Haven, MI

Seller of high-end waterfront properties. 3/00 – 3/01.

All graphic and Internet design, ad and marketing strategies, sales support

- Support specific regional sales initiatives
- Plan events, create support material
- Company re-branding, re-messaging
- All Internet design & advertising
- SEO / placement
- All printed material; 2- and 4-color offset press, short-run digital press for targeted markets
- Copywriting: brochures, ads, marketing materials
- Hire agencies, agency reviews

Freelance/Creative Director. Stock Communications, LLC. Grand Haven, MI /99 – 11/01.

- Look and layout for *Lakeshore Family Times*, a family-oriented magazine centered on Michigan lakeshore
- Graphic design for local businesses

Art Director. Cadillac Plastic, Troy, MI.

Worldwide distributor of raw-material plastic.

Graphic design, Internet, branding, print collateral, search engine placement. 11/94 – 9/99.

- Manage multiple projects in-house and through multiple agencies
- Created global branding standards for print and Internet (nascent)
- Graphic design for all marketing channels (aerospace, engineering, marine, construction)
- Developed target-marketing regional strategies short-run digital press (first in MI to use Indigo Press)
- Co-branding efforts with GE, joint marketing in local markets
- Copywriting for brochures, Internet, quarterly corporate newsletter
- Trade show graphics, large-format, varying techniques
- First industry web site & Extranet
- Hired agencies, agency reviews

Artist/Illustrator. The Raytheon Company, Lexington, MA. Defense contractor. 6/90 – 11/94.

- 2-D illustrations
- Created presentations for government-sponsored scientists
- Secret clearance

MacTemp. MacTemps, Boston, MA. I. 6/88 – 6/90.

- Provided technical and desktop publishing support to many of Boston's biggest companies

Education

B.A. in *Communication*

Principia College, Elsah, IL 1986