

# Michael J. Conaty

PO Box 10904 | New Brunswick, New Jersey 08906

732.599.0022 | [mike@michaelconaty.com](mailto:mike@michaelconaty.com)

[www.MichaelConaty.com](http://www.MichaelConaty.com)

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## EXPERIENCE:

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### **Brunswick Media Services LLC**

#### **Producer**

<http://brunswickmedia.com>

*New Brunswick, NJ*

06/2003 – Present

- Co-founded audio production and marketing consulting firm as a part-time venture in 2003, growing to a full-time, audio/video, web, and marketing firm serving clients in the not-for-profit, and B2B sectors.
- Produced safety training videos for clients including: Hartz Mountain Corporation, PortsAmerica, ICL Performance Products LP, and Gerdau AmeriSteel; process documentation videos for clients including: Dome-Tech, Inc., Related Companies, Rutgers, The State University of New Jersey, and Robert Wood Johnson University Hospital; and sales videos for clients including: FastCorp LLC, The Gutster LLC, and The State Theatre (New Brunswick, NJ).
- Video production work includes all aspects of pre-production (scriptwriting, scheduling, staffing, budgeting, casting, and development;) production (camera setup, shooting, directing, lighting, and set decoration;) and post-production (editing, voice over directing, audio finishing, package design, and duplication.)
- Develop, design, and code strategic, standards-compliant websites for clients including: The Gutster LLC, Finance Arts LLC, SoboConsulting LLC, New Brunswick Cultural Center, Inc., and New Jersey Arts Education Collective.
- Web development work includes the conceptualization, design, and execution of standards-compliant web sites, organic Search Engine Optimization best-practices (SEO), Search Engine Marketing (SEM), and Social Media integration.
- Provide consulting and client training in content creation and best-use across the Social Media landscape including Facebook, Twitter, Google+, LinkedIn, YouTube, Vimeo, Pinterest, Quora, Goodreads, and other targeted networks.
- Co-host weekly, Twitter-based discussion sessions (Design Community Twitter Hours) with graphic designers, web development and other creative professionals from around the globe.
- Conduct client prospecting, development, sales, and account management meetings.

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### **American Repertory Ballet/ARB's Princeton Ballet School**

#### **Marketing Director**

<http://americanrepertoryballet.org>

*New Brunswick, NJ*

11/2001 – 07/2005

- Responsible for the marketing, promotion, and press activities for New Jersey's leading professional ballet company, and largest ballet school.
- Led an organizational rebranding effort, focusing on the development of a new corporate logo, and design standards.
- Designed and developed organization's website and organizational intranet.
- Coordinated vendor relationships for the production of marketing pieces.
- Negotiated contract with outside booking agency for national and international touring representation.
- Increased school enrollments by 11% in FY02 through direct mail and traditional space advertising mix.

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### **Association of Performing Arts Presenters**

#### **Communications Director**

<http://www.apap365.org>

*Washington, DC*

03/1998 – 11/2001

- Responsible for the marketing of the Annual Members Conference, at the time the largest US performing arts trade show, resulting in 40% growth in attendance between FY99 and FY01.
- Led the development team of a B2B web portal, combining data from regional, genre-specific, and national service organizations into a comprehensive source for the business of presenting the performing arts.
- Represented the organization at regional trade shows and member site visits.
- Redesigned the association's website, instituting design standards, e-commerce system, and discussion groups.
- Instituted online job bank, drawing 20% of web site traffic within 10 months of launch.
- Instituted branding strategies resulting in 22% growth in membership between FY99 and FY01.

**Environmental Law Institute**  
**Director of Marketing**  
<http://eli.org>

*Washington, DC*  
01/1994 – 03/1998

- Coordinated marketing efforts for publications, periodicals, and membership for leading legal association.
- Marketing responsibilities included management of print design, mailing list acquisition, print buying, order processing, customer service, and fulfillment.
- Increased FY96 publication sales, exceeding sales goals, with 20% budget surplus.
- Led cross-functional team in re-design of website.
- Supervised three-person customer service/fulfillment department.
- Implemented computerized order processing/customer service system, increasing departmental productivity.
- Assisted in co-publication contract negotiations for CD-ROM product.

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**CRC Press, Inc.**  
<http://crcpress.com>

*Boca Raton, FL*

**Marketing Manager, Environmental Science**  
**Product Manager, Distributed Products**  
**Market Planning Assistant**

02/1992 – 01/1994  
03/1991 – 02/1992  
06/1990 – 03/1991

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## SOFTWARE/PROGRAMMING SKILLS:

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- Apple Final Cut Pro
- Adobe DreamWeaver
- Adobe Fireworks
- Adobe Illustrator
- Adobe Photoshop
- Sony Acid XPress
- Sony CD Architect
- Sony DVD Architect
- Sony Vegas
- Microsoft Office programs
- HTML, XHTML, CSS, PHP customization
- WordPress
- Joomla
- Quark XPress

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## EDUCATION:

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**Marietta College, Marietta, OH**

Bachelor of Arts Degree

Major: Advertising

Minor: Management