

Michael J. Conaty

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EXPERIENCE:

Innovative Publishing Company LLC

Producer

<http://innovativepublishing.net/>

Remote

09/2012 – Present

- Freelance web and email developer for leading publisher in the Food Safety, Medical Cannabis Testing, and Medical Device spaces.
- Create 4 - 6 weekly hand-coded HTML email newsletters, and 3 - 5 third party emails for advertisers, using the Act-On Software platform.
- In 2015, completed total website redesigns for two IPC properties: MedTech Intelligence and Food Safety Tech, moving from a proprietary CMS to WordPress.
- Launched a third WordPress site for the company, Cannabis Industry Journal in late 2015.
- Website redesigns included total overhaul of the publishing process, as well as customization of WordPress functions, SEO work, and site architectures, resulting in increased search engine visibility, a 300% increase in email newsletter opt-ins, and a 59% increase in page views in Q4 year to year.
- Co-host weekly discussion sessions (Design Community Twitter Hours) with graphic designers, web development and other creative professionals from around the globe.
- Build and maintain 10 - 15 conference sites using the Cvent platform.
- Act as de-facto IT department for other IPC remote workers, troubleshooting both hardware and software issues.

Brunswick Media Services LLC

Producer

<http://brunswickmedia.com>

New Brunswick, NJ

06/2003 – Present

- Co-founded audio production and marketing consulting company as a part-time venture in 2003, growing to a full-time, audio/video, web, and marketing consultancy serving clients in the not-for-profit, and B2B arenas.
- Produce corporate and industrial videos for clients including: Hartz Mountain Corporation; PortsAmerica; Gerdau AmeriSteel; Dome-Tech, Inc., Related Companies; Rutgers, The State University of New Jersey; Robert Wood Johnson University Hospital; Nash Entertainment; and FastCorp LLC.
- Develop strategic web presences for clients including: The Gutster LLC; Finance Arts LLC; Sobo Consulting; Cenario Capital Management; New Brunswick Cultural Center, Inc., and New Jersey Arts Education Collective.
- Video production duties include 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.)
- Web development duties include the conceptualization, design, and execution of standards-compliant web sites, as well as SEO, promotion, and on-going maintenance of the sites, as well as social media tools to best meet client goals.
- Co-host weekly 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 post-production development meetings.
- Developed and implemented cloud-based CRM system for non-profit client utilizing Salesforce.com and other 3rd party services.

American Repertory Ballet/ARB's Princeton Ballet School*New Brunswick, NJ***Marketing Director**

11/2001 – 07/2005

<http://www.arballet.org/>

- 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 web site 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.

Association of Performing Arts Presenters*Washington, DC***Communications Director**

03/1998 – 11/2001

<https://www.apap365.org/>

- 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 events and member site visits.
- Redesigned the association's web site, instituting design standards, e-commerce, 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*Washington, DC***Director of Marketing**

01/1994 – 03/1998

<https://www.eli.org/>

- 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 web site.
- 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.

CRC Press, Inc.*Boca Raton, FL*<https://crcpress.com>**Marketing Manager, Environmental Science**

02/1992 – 01/1994

Product Manager, Distributed Products

03/1991 – 02/1992

Market Planning Assistant

06/1990 – 03/1991

SOFTWARE SKILLS:

- 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
- Various blogging platforms (WordPress, Movable Type, etc.)
- Salesforce.com

EDUCATION:**Marietta College, Marietta, OH**

Bachelor of Arts Degree

Major: Advertising

Minor: Management

References available upon request.