

Mark Phelps

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Currently managing online sales programs that are exceeding goals by 27%, October '02. Development of partnership programs that have grown number of affiliate sites from 12 to 150 and increased site traffic by over 57% (to 100k/mo) in the past two years. Managed site overhaul that increased ranking to 2nd in the nation

Developed and managed divisional plans that increased site traffic by 577% (to 270k visitors/mo). Managed sales team that increased monthly revenues by 236% (to \$30k/mo) and client base by 1118% (to 130) in just 12 months

Business plan writing for AAA's national magazine. Marketing for INT2 networking firm. Magazine proposal writing for South Florida News Network. Business planning for AAA MountainWest

Created and participated in successful ad presentations to executives of Ford, Nissan, Best Buy, Procter & Gamble, SmithKline Beecham, Atlantic and Elektra Records. Managed acquisition and installation of video assets that represented world's first public, interactive television advertisements

Editor of state's largest paid-circulation magazine. Created due diligence document integral to the acquisition of Wyoming and Alaska clubs. Wrote video presentation script for State Governor. Managed 670K piece, \$300K budget direct mail program with a record response rate of 3.6%

Numerous Meritorious Masts and Letters of Recommendation. Aviation hydraulics, jet engine repair and combat communication systems

Electric Insurance Company (General Electric affiliate), Beverly, Mass.
February 2000 to present

eBusiness Marketing & Partnership Manager. Development and management of groundbreaking online sales and ecommerce initiatives. Responsible for all site marketing programs including sales, traffic generation, partnership management and advertising. Led design, content and development teams to create industry-leading ecommerce initiatives with advanced online quoting, transactional and customer service systems.

bakersfield.com (The Bakersfield Californian), Bakersfield, Cal.

February 1998 to May 1999

Sales & Marketing Manager. Responsible for direction and management of rapidly growing community site's branding and promotions, traffic generation and sales revenue production. Managed divisional strategic development process and served on Newspaper's senior management planning committee.

Ab Initio Communications, Orlando, Fla.

June 1997 to February 1998

Owner. Contract-based interactive and new media industry consulting, marketing and development. International trade show consulting and sales. Website development and sales. Strategic business planning and writing for multi-million dollar corporation.

Full Service Network (Time Warner Cable), Orlando, Fla.

June 1996 to June 1997

Manager, Network Promotions & Print Applications. Development and management of interactive advertising content and client accounts for product launch of world's most advanced broadband, fully-interactive digital cable television trial. Development and direction of Network's cross channel promotions.

AAA MountainWest, Helena, Mont.

August 1993 to June 1996

Director, Marketing (1993-1996). Marketing, advertising and corporate image direction for Montana, Wyoming and Alaska AAA clubs. Executive editor for 90k circulation magazine. Responsible for sales development, customer acquisition/retention strategies and employee communications. **Sales Manager** (1993-1995). Developed and directed company-wide sales staff of 50+ membership, travel and insurance agents through team of six branch managers.

Also: AAA Washington, American Port Svcs, America West Airlines, United Airlines

U.S. Marine Corps Reserve, Seattle, Wash.

November 1980 to June 1991

Platoon Sergeant. Staff Sergeant in charge of communications platoon.

MBA, Marketing & eCommerce. Sawyer School of Management, Suffolk University, Boston (August 2000 to July 2002). GPA: 3.96

Bachelor of Arts, Trade & Transportation Geography. University of Washington

Full resume available at www.markphelps.com/resume.htm