

Michael **p** Mullally

Dedicated Professional With A Mark of Distinction

Profile

A devoted hard-working professional with experience overseeing a major sports franchise e-commerce business, multi-day streaming events, multiple CRM migration projects, managing a marketing campaign for a national horticulture broker, and managing multiple client web design projects for a web design agency. Managed a 500% growth in e-commerce sales over a 4 year period. Focus in automation and process creation for efficiency. Lead a customer service, order fulfillment, and product optimization team between 6-10 employees. Launched new Association Management System & website redesign. Launched new responsive e-commerce website with integrated Point Of Sale inventory management system. Maintained annual inventory shrink percentage less than 0.50% of yearly sales. Oversaw entire retail consignment and sales for multiple marquee events including Bruce Springsteen, Taylor Swift, Kenny Chesney, Mötley Crüe, and 5 Seconds of Summer. Outgoing individual with unique perspectives and a drive to succeed in every aspect of life.

Contact Details

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michaelpmullally.com

Education

University of Mount Union, Alliance, OH
Bachelor of Arts: Political Science
Minor: Communication New Media

Cleveland State University, Cleveland OH
Post-Secondary Enrollment Options Program

University of Akron, Akron, OH - Completed 30 credits towards Master of Arts in Communications

Skills

Inventory Management
Product Optimization
Product Photography
Customer Service
Staff Management
Staff Training

Graphic Design
Web Design
Audio Production
Video Production
WordPress
Photoshop CC
InDesign CC
Illustrator CC
Premiere CC
Wordpress
Google Analytics
Mailchimp
OBS
Zoom & Zoom Events
Word
Excel
Power Point
Outlook
HTML
CSS

Experiences

MemberCentral *Solutions Consultant* 2022

Promoted in first year with MemberCentral. Managing project to identify new payment gateway and provider to create enhanced revenue stream for company while offering new features to our clients. Manage enhancement stories to add important functionality for our client organizations.

Cleveland Metropolitan Bar Association *Digital Marketing & Communication Specialist* 2019 - 2022

Managed digital marketing avenues including website and email marketing systems for member and non-member communications. Work with continuing education department to produce, direct, record, and stream live events up to 10 programs a week in peak season. Increased website pageviews by 60% and email open rate by 3% over previous year. Evaluated and selected new Association Management System (AMS). Managed implementation and migration to new AMS.

Advance Local *Project Manager* 2018 - 2019

Manage new web development projects for clients using Wordpress Content Management System. Manage team of developers to create custom plugins and programming to meet client needs. Manage support and quote queue to ensure quick response to requests. Prepare quotes for web development projects.

Grimes Horticulture *Director of Marketing and E-Commerce* 2016 - 2017

Manage e-commerce stores to wholesale and retail customers including site maintenance and merchandising. Manage marketing of Grimes Horticulture to Greenhouse Growers, Farm Market Growers, advertising partners and vendors. Create merchandising materials and produce print catalogs. Redesign Grimes website for easy edits and responsive design.

Cleveland Cavaliers *E-Commerce Manager* 2013 - 2016

Managed 4 e-commerce websites including warehouse inventory management, order fulfillment, customer service, and website optimization. Planned, researched, and completed fully responsive ecommerce website upgrade. Introduced branded shipping boxes for an enhanced customer experience. Completed two warehouse relocations including planning and organization strategies. Trained and managed more than 100 different employees in a 40 day span.

Cleveland Cavaliers *Senior E-Commerce Associate* 2012 - 2013

Organizations:

Phi Kappa Tau Fraternity
Alpha Delta Chapter BOG Member
Epsilon Chapter Secretary
- Presenter at 101st National Convention
- Organized charity poker tournament
to support Serious Fun Children's
Network