

Michael Lunsford

3748 Main Highway
Breaux Bridge, LA 70517

(337) 739-3559

michaellunsford@mac.com

OBJECTIVE

Working with internal and external clients to create long-term, win-win relationships with the company and its customers by developing custom and unique advertising, marketing, sales, and tracking solutions to grow revenue, brand recognition, and reputation for all parties.

SUMMARY

Well rounded, big picture vision with highly desirable background in advertising, marketing, client engagement, sales management, web development, lead conversion tracking, programming, and graphical integration.

History of solution-driven, plain-language planning and implementation of brand-new, revenue-generating products and services. In-depth knowledge of client engagement, search engine marketing, and sales conversion rate tracking and improvement. Proven track record of creating significant cost savings through the automation and simplification of current and new processes.

EXPERIENCE

Online Sales Manager, the Daily Advertiser; Lafayette, LA April 2007 - June 2010

Created, introduced, and automated new, key revenue generating technologies such as Employment Videos & Banners, Online Sticky Note ads, and Sliding Billboard ads; which alone contributed approximately \$500,000 in new, annual revenue.

Project leader for numerous online migration and implementation projects including the roll-out and migration of a Moms website, complete news website migration, online ad serving software migration, and sell-it-yourself ad implementation for Real Estate Sales and Rentals and Automotive. Created a completely new website for the weekly shopper magazine, QuikQuarter, that included end-client e-commerce ad creation and purchasing tool, online banner ad packages for sales reps to engage display advertisers with, and an online searchable database of all print classified ads.

Streamlined processes by creating from scratch online voting mechanisms used for the Times Best Of Acadiana's readership poll for 2007, 2008, 2009, and 2010; the Acadiana Moms Cover Cuties 2008, 2009, and 2010 contests; the 2008 Times Photo Contest; the Opelousas Daily World's Best of the Best 2007, 2008, 2009, and 2010 contests; and the Best of the Delta Readership Poll 2009 and 2010.

Strategic development, marketing and creation of new internet related technologies to drive additional revenue for five Louisiana newspapers. Introduced dozens of Gannett newspapers to several brand new, very unique ad creative types never before used at Gannett. Some of these included online sticky notes, sliding billboards, page takeovers, bottom billboards, and Real Estate teaser ads.

Primary sales contact for the five Gannett Louisiana newspapers (Lafayette, Opelousas, Shreveport, Monroe, and Alexandria). Negotiated numerous sales deals, each worth more than \$100,000 in annual online revenue.

Area Sales Manager, CompUSA, Inc.; Baton Rouge, LA October 1997 - April 2004

Part of the grand opening team of the Baton Rouge location of CompUSA in October of 1997. Served as an Account Manager for one year, consistently achieving individual sales of \$250,000 per month or more. Promoted to Area Sales Manager and served as the team leader for a four member inside sales team. Developed relationships with state and local government purchasing agents and information services contacts. Consistently exceeded sales and profit goals on a monthly basis. Team generated over \$4 million in sales during Fiscal 1999 and over \$11 million in Fiscal 2000. Promoted to manage entire sales team and was directly involved in assisting major and key clients with high-level needs analysis and promoting our offerings, which included technical services, training, and products on five different state contracts: Hewlett Packard, Compaq, CompUSA-PC, NetTV, and Xerox. Was also responsible for developing and implementing a successful, brand new, statewide contract program that included more than sixty-thousand individual, high-profit, peripheral items.

Designed, implemented, and managed unique and specific technology plans for numerous, highly-visible, major and key accounts. Some highlights include: implementing a brand new student laptop program for Saint Joseph's Academy in Baton Rouge, a technology plan to grand open the Baton Rouge Community College, a mobile laptop lab for Parkview Baptist School in Baton Rouge, and a squad car laptop program for the Livingston Parish Sheriff's Department.

Sales Consultant, USI Microage Computers June 1996 - October 1997

Served as an inside/outside salesperson prospecting business and government accounts in the local area. Worked closely with an in-house internet service provider to provide progressive networking solutions to our clients. Networking solutions included Microsoft Windows NT, Linux, Novell and MacOS while business solutions typically included accounting software from Great Plains. Most public sector accounts required us to have a state contract and were accommodated with our USI brand-name contract.

Owner, Virtual Showcase, LLC; Breaux Bridge, LA March 2002 - present

Consulting and Deployment of Internet Based Technology with the goal of end-client engagement, interaction and involvement. Helping area businesses by creating a unique online marketing plan that includes a website, search engine marketing, social media, e-commerce, banner and directory advertisements to drive qualified buyers or potential clients to them via the world wide web. Further assist clients who need a custom conversion tracking plan to score lead source viability based on cost-per-lead, conversion rate, quality of sale, etc.

EDUCATION

University of New Orleans Electrical Engineering New Orleans, Louisiana
Lafayette Christian Academy Lafayette, Louisiana

ACCOMPLISHMENTS & RECOGNITION

- | | |
|--|--|
| Member of the Daily Advertiser's
Extended Operating Committee | Member of the Daily Advertiser's
Operational Planning Committee |
| CompUSA Million \$ Club | Eagle Scout |
| Tom Hopkins Sales Mastery Training | Apple Sales Certified |
| Novell Certified Network Salesperson | Hewlett Packard Team One Certified |
| CompUSA Consultative Sales Training | Compaq Sales Certified |

PRAISE & RECOMMENDATIONS

“Michael has great dedication, is very driven, and extremely intelligent. He would be an asset to any team.” March 17, 2007

-[Jim Loden](#), *Vice President, CompUSA*

“Michael’s character, work ethic, and customer service have consistently surpassed standards. He is very easy to communicate with; a rare find considering his immense and varied technical knowledge. There are few people/companies I’m eager to recommend and Michael definitely makes the list.” March 12, 2007

-[Michell Thurman](#) *Director, Delta College 225-928-7770* mthurman@deltacollege.com

“A clear thinker who always sees the big picture. Michael believes in Outstanding Customer Service and long term relationships that result in a win for his client every time. Michael not only thinks outside the box, Michael has no box. There is nothing he won't do for the company or for the customer.” September 27, 2006

-[Steve Schieffler](#), *Customer Service Manager, CompUSA 225-206-3202*

“Michael has a unique grasp of both the technical and sales aspects of digital media and his hard work behind-the-scenes at TDA makes an incredible difference in their revenue and digital presence. For a market of their size, the sales performance is striking and speaks volumes about his leadership and vision for the digital marketplace.” March 3, 2008 -[Denise Berry](#), *Dir Media Dev, Reel Centric 877-455-9203 Ext. 3* denise@reelcentric.com

“Michael is a skilled web developer and effective online marketer. I would recommend his work wholeheartedly.” May 1, 2010 -[Pat Bienvenu](#), *Corporate Director of Information Technology, Unitech Training Academy 337-988-4042* pbienvenu@unitechtrainingacademy.com

“Michael is one of the easiest people I work with. All I get elsewhere is ‘we can't do that’ or ‘I am not sure how that would work,’ but Michael says ‘it can be done this way, this way, or even this way.’ He is great!” May 21, 2008 -[Andrew Perry](#), *Marketing and Advertising, Louisiana Press Association 225-344-9309 Ext. 102* andrew@lapress.com

"I was impressed with Michael’s ability to take raw marketing concepts, quickly evaluate their viability and coordinate the technical resources necessary to swing them into action. Not only is Michael exceptionally knowledgeable about popular emerging tech-enabled marketing trends and the infrastructure that makes them possible, but he seems to have the drive, intellect and lack of cynicism to hypothesize game-changing new concepts on his own." - [Alex Braun](#), *Times of Acadiana, 337-371-3320* abraun@smgpo.gannett.com

“Michael is a hard-working self-starter who understands exactly what a project is all about from the outset, and how to get it done quickly and effectively. Mike is a resourceful, creative, and solution-oriented person who has frequently come up with new and innovative approaches. He functions well as a team leader and manages both client and creative parties with the utmost professionalism.” January 15, 2008

-[Thom Williamson](#), *Art Director, Lewis*

“Michael is a sales-oriented individual with excellent customer service, technology product knowledge, and systems knowledge. He was instrumental in landing many deals and long-term relationships with our customers in Baton Rouge.” March 27, 2007

-[Rick Bohan](#), *West Division Business Sales Manager at Best Buy* rick.bohan@bestbuy.com

“Michael is an expert in web anything. In my book, he's a genius. Call me anytime for a direct verbal recommendation. 337-989-2237” November 11, 2008

-[Bob Holbrook](#) *Owner, Holbrook Multimedia* bob@holbrookmultimedia.com

More praise & recommendations can be found on my LinkedIn profile here:
<http://www.linkedin.com/in/michaellunsford>