



MICHAEL PEARSON



PROFILE

Over nine years of experience in marketing communications, with a strong visual sense, excellent writing skills, and the ability to translate marketing ideas and design concepts across all organizational levels.



WORK EXPERIENCE

- HERITAGE DESIGNS, L.L.C. / MAR 2006 - PRESENT
Vice President Sales and Marketing: Built new department with oversight of sales, marketing initiatives, ad design, web analytics, lead generation, landing page design, social media strategy, email marketing, software application development, application testing, client support, develop and maintain relationships with integrated software partners, blogging, and print advertising.
 - **Promoted** from Business Development Manager in March 2011.
 - **Increased client base by 126% in the first two years** after the implementation of strategic sales on-boarding processes.
 - Developed an online planning tool application used by over 3,000 nonprofits worldwide and delivered a **317% increase in leads** through integrated online marketing strategy.
 - **Drove 140% increase** in online trainings for nationwide clients after developing and marketing client support website and online resources.
 - **Increased conversion rates 2x** for website after leading complete redesign of landing pages in line with current best practice thinking.
 - Organized and promoted inaugural users conference, resulting in attendance 23% above goal.
- OPENWORKS / APR 2005 - MAR 2006
Account Executive: Integrated facility services company located in Phoenix. Exceeded sales quota by 117% overall and by 157% in the last quarter. Named National Account Executive of the Month, Jan 2006.
- IMAGING SYSTEMS OF ARIZONA / OCT 2003 - APR 2005
Sales Representative: Office equipment dealership and service company located in Tempe. Exceeded 2004 sales quota by 119%. Recruited sales and technical personnel and assisted managers on training sales representatives.
- UNITED BLOOD SERVICES / JAN 2002 - OCT 2003
Community Relations Representative: Nonprofit community blood center located in Scottsdale. Managed multiple accounts and territories. Recruited sponsors and donors through one-on-one meetings and group presentations. Conducted research and a statistical analysis to improve donor recruitment.



EDUCATION

- NONPROFIT MANAGEMENT CERTIFICATE
 Arizona State University, 2007: Lodestar Center for Philanthropy and Nonprofit Innovation
- BACHELOR OF SCIENCE, BUSINESS ADMINISTRATION
 Northern Arizona University, 2000: 2000 President's Prize Winner - Top Male Graduate, based on academics and service



CONTACT ME



602 885 1829
480 656 0185



[resume.pearsonfamily.co](mailto:michael@pearsonfamily.co)
michael@pearsonfamily.co



7679 E. Los Gatos Drive
Scottsdale, AZ 85255



SKILLS

- Effective Leadership
- Strategic Planning
- Project Management
- Nonprofit Management
- Branding



COMMUNITY

- MATTIE FOUNDATION
 Vice President, Board of Directors
- NORTH SCOTTSDALE UNITED METHODIST CHURCH
 Chair of Social Media Committee
 Chancel Choir Member