

MICHELLE L. GREENIER-BUFTON

ENGAGEMENT STRATEGIST & DIGITAL PROJECT MANAGER

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Charismatic and highly motivated self-starter with an eye for strategy seeks strong company longing for meaningful discussions in the board room, creative presentations, delectable writing and great communication skills. Highly analytical, results-oriented, professional coffee drinker with over 9 years of experience in optimizing user engagement and geekery.

*Qualitative & Metric Research - Interactive Strategy - HCI & Emotional Marketing
User Experience - Digital Product Optimization - Digital Project Management
Resource Recruitment & Leadership - Offshore Vendor Position - Branding & Identity*

CAREER HIGHLIGHTS

Marketing Strategy Consultant

2002-Current

- Author on Emotional Engagement & User Experience for top level blogs like SmashingMagazine.com (488,000 Twitter followers) and WebDesignerDepot.com.
- Marketing and Design Judge for the 2006 American Business Awards (Stevies).
- Work featured by the Administrator of the Environmental Protection Agency, the Cambridge Journal & the industry blog-o-shpere.

Marketing Director, 7 Stages Theatre. Atlanta, GA

2010

- Drove the development and implementation of re-branding and grassroots community development to tap new demographics.
- Spearheaded new publicity and relationship development programs including introducing visual art and music to the venue increasing attendance.
- Secured event co-op sponsorships with Pabst Blue Ribbon and community groups.

Online Marketing Coordinator - Contract, Bridgevine, Inc. Vero Beach, FL

2010

- Achieved Time Warner "Premiere Partner" status, secured co-op funding by working with Executive Vice President of Marketing on campaign development & creative briefs.
- Targeted mobi market interest via metric data, developed and launched mobile campaigns.
- Cut Cost Per Sale in half by optimizing eCommerce client for more organic social promotions and less reliance on SEM.

- Increased telecommunications, cable and satellite resale property conversions 5% through UX and messaging optimization.
- Developed system frameworks for new products including API and database driven aggregators.

Associate Product Manager - Contract, E.W. Scripps Company. Knoxville, TN 2008

- Recruited by Director of Technology to spearhead product launches on new product.
- Product gained 2nd position nationally (behind pilot) amongst all 12 products in by first month via aggressive niche brand growth.
- Directed client relationships and campaign development, coordinated large sales force in ad procurement for online and print properties across 80 mile territory.

Web Coordinator - Contract, E.W. Scripps Company. Fort Pierce, FL 2007

- Recruited by Director of Technology to coordinate monetization of Stage 2 digital product.

EARLY CAREER

Internet Research & Editorial, PrivateCommunitiesRegistry.com. Vero Beach, FL 2006

Graphic Designer, ActionPrinters. Vero Beach, FL 2005

Art Coordinator, Dorrance Publishing Company, Inc. Pittsburgh, PA 2004–2005

Marketing Dept. Web Content Assistant, Juniata College. Huntingdon, PA 2002-2003

PROFESSIONAL DEVELOPMENT

Chatham College, Pittsburgh, PA - Art Management (12 credits) 2003-2004

Art Institute, Pittsburgh, PA - Advertising & Design Theory (12 credits) 2003

Juniata College, Huntingdon, PA - Digital Culture & New Media (42 credits) 2001-2003

Middlebury College, VT 2003

National Institute of Technology in Liberal Education New Media Intensive Residency

Highly competitive, 1 of 9 students in country selected to attend

TECHNICAL PROFILE

HTML, CSS, PHP, XML, XHTML, AIML, jQuery, AJAX, JavaScript, ActionScript, MYSQL, phpMyAdmin, .htaccess, FTP Clients, Dreamweaver, Content Management Systems, Joomla, Wordpress, GUI development, wireframing, E-mail Marketing, Constant Contact, MailChimp, iContact, SEO, SEM, Keyword Search, banner campaigns, Omniture, Google Analytics, Visistat, mobile (mobi) friendly, geo-location, Social Networking: Twitter, Facebook, LinkedIn, Yelp, Foursquare, YouTube, Niche Networks & viral campaign development, blogs, Second Life, SLS, texturing, Storyboarding, Digital Video Cameras, Audio Equipment, Pinnacle DV Video Systems, Data Capturing, Final Cut Pro, Adobe Premier, Microsoft Movie Maker, Non-linear Editing, Green Screen Technology, Sound Editing, DVD Authoring Software, DVD Interfaces, Streaming Video. *Additional Print, Design & Production Skills Available Upon Request