

MICHELLE M. YOUNG

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Summary Extensive online marketing, web content management and site design experience. Five years experience in HTML authoring and editing.

Experience

4/02 – Present

ORACLE CORPORATION – Redwood Shores, California

Senior Manager, Alliances & Channels, Corporate Marketing

- Manage corporate web site including site design, content management and editing
- Develop, design and execute online marketing activities geared towards the recruitment of new prospects using online and traditional marketing mediums
- Evaluate responses to online marketing programs, perform competitive analysis and identify new opportunities
- Rapidly developed and launched new site design under very tight deadlines

10/00 – 4/02

Senior Internet Marketing Manager, US Field Marketing, Corporate Marketing

- Created online marketing campaigns for Oracle E-Business Suite products
- Collaborated with design and editorial functions to produce compelling online collateral
- Provided direction for creation of key messaging and offers for online marketing materials
- Drove development of quarterly marketing campaigns and made recommendations for online marketing plans based on analysis of previous results
- Identified trends in common online marketing variables including response rate, conversion rate, cost, saturation, and purchase propensity

9/99 – 10/00

Marketing Program Manager, Partner Marketing

- Developed marketing campaigns including advertising, PR and branding
- Enabled global availability of new marketing benefits, tools and services
- Managed a team of 5 writers to produce partner and customer reference stories for the online customer reference database
- Developed strategy and execution plan for customer branding program
- Conceptualized and produced new marketing section for partner web site, increasing partner use of Oracle branding and participation in advertising

8/98 – 9/99

Partner Development Manager, Americas Alliances

- Managed accounts for partner community consisting of over 3,000 Oracle partners
- Served as primary contact for strategic Alliance partners in several vertical markets
- Worked in tandem with global account managers to develop the relationship between Oracle and the Alliance member
- Responsibilities included contract negotiations, coordinating the approval process for non-standard contracts, educating partners on Oracle business practices, licensing, pricing, and royalty reporting

8/97 – 8/98

Web Content Manager, Corporate Services

- Redesigned the worldwide corporate services intranet web site
- Supervised a content management team of 10 people
- Trained team members on various applications and web skills, including HTML

5/95 – 7/97

LIFE-STAT AMBULANCE SERVICES, INC. – San Ramon, California

Marketing Business Manager

- Managed corporate office
- Installed software programs and set up billing system
- Composed marketing plan to introduce company to local market

Skills

Photoshop 6.0, Flash 5.0, Corel Draw, MS Publisher, MS Image Composer, HTML, DHTML, CSS, JavaScript, Dreamweaver, Fireworks, MS Office, Visio.

Education

San Francisco State University, San Francisco, California

Bachelor of Arts, Speech and Communication Studies, 1996