

# Michael C. Bodenberger

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1216 N. 2nd Street

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Philadelphia, PA 19122

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215-908-1862

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mcb488@gmail.com

Creative marketing professional with sound knowledge of communication, branding, and digital marketing strategies. Significant experience in team and project management. Outstanding written, verbal, and interpersonal communication skills.

## Professional Experience

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Freelance Work, Philadelphia, PA

Marketing Strategy Consultant

- Designed the "Freedom Condom" packaging and brand identity for the Philadelphia Department of Public Health
- Performed marketing consultation for local non-profit Succor, Inc. Responsibilities included: branding initiatives, stationary redesigns, and production of an informational film
- Developed several short-term sales promotions for The Bubble House restaurant. Initiatives included: coupon strategy, continuity program for repeat customers, and strategic price promotions

SunGard Availability Services, Philadelphia, PA

Support Services Representative

September 2010 - Present

- Collaborate with project management team and customers to coordinate Disaster Recovery testing
- Develop visual identity and copy for Welcome Packets to introduce new clients to SunGard's services
- Route action-items to team members, ensuring on-time and on-budget delivery

Drexel University, Philadelphia, PA

Research Assistant, Department of Management

July 2007 - August 2008

- Gathered data and statistics according to research specifications
- Conducted marketing analysis to understand advertising trends by foreign companies in American print media
- Reported on the status of research tasks and developed processes to improve data collection

The Bubble House, Philadelphia, PA

Assistant Manager + Financial Manager

April 2007 - July 2010

- Led a diverse team of 30 employees while managing all aspects of restaurant operations
- Prepared budget entries, payroll entries, invoices, and other accounting documents
- Handled inventory and vendor relations to ensure timely and cost-effective purchasing

## Education

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Drexel University

Philadelphia, Pennsylvania

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Bachelor of Science in  
Business Administration  
Concentration in Marketing  
Minor in Communications

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Graduated - June, 2009

Cumulative GPA: 3.45

## Computer Skills

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Social media expertise in Facebook,  
Twitter, and LinkedIn

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Proficient in Microsoft Word, Microsoft  
Excel, Microsoft PowerPoint, and Intuit  
QuickBooks

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Working knowledge of Google AdWords,  
Google AdSense, SPSS Statistics,  
Microsoft Project, Adobe Photoshop,  
Fireworks, Dreamweaver, and Flash

## Honors + Awards

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Dean's List - Nine quarters

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Dominic DiPiero Scholarship

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Certificate of Merit in Career  
Management/Professional Development