

# Michael D. Warren

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## Education

**Walsh College**, Troy, MI

**January 2009 to Present**

**Post Graduate Studies:** *Online coursework in Management & Information Technology*

**Michigan State University**, East Lansing, MI

**December 2008**

**B.A.:** *General Management, Accounting & Economics Concentrations*

**Cambridge University**, Cambridge, UK

**July 2008 to August 2008**

**Study Abroad:** *Business Law & Finance*

## Professional & Related Experience

**Founder**

**August 2012 to Present**

*Affilanthropic*, Portland, OR

- Identified and targeted niche markets through keyword research
- Constructed websites related to each niche and applied related affiliate marketing campaigns
- Implemented advanced SEO techniques to rank websites in Google search results

**Sales Representative**

**October 2010 to July 2012**

*Satellite Country*, Austin, TX

- Sold a variety of media services, including Dish Network, DirecTV, and HughesNet
- Utilized progressive marketing techniques for lead generation
- Created product knowledge wiki to help new and existing sales agents learn and share information

**Consultant**

*MSU SCNO*, East Lansing, MI

**January 2008 to December 2009**

*Red Cross Mid-Michigan*, Lansing, MI

- Compiled donor data and performed regression analysis on various variables to determine correlations
- Discovered sources of untapped revenue and underutilized donor bases
- Provided recommendations to increase revenue by emphasizing focus on specific mail campaigns and particular demographics

*Communities in Schools*, Detroit, MI

- Created marketing plan for organization including co-branding strategies and message delivery
- Specialized in design and content of a marketing brochure for potential donors
- Developed website critique and recommendations

*LCC Mentoring Services*, Howell, MI

- Built database system and designed website layout and graphics for organization
- Increased fundraising initiatives and programs

**Account Executive**

**February 2009 to May 2009**

*Estate Planning Legal Services, P.C.*, Troy, MI

- Informed customers about the probate process and estate planning
- Helped customers identify their need for a revocable living trust to protect their assets
- Generated leads for other financial services offered from a full line of products and services

**Site Leader**

*Volunteer Income Tax Assistance Center*, Lansing, MI

**February 2008 to April 2008**

- Interviewed clients to assess their tax liability and credit eligibility
- Supervised volunteers at pro bono tax preparation center
- Aided tax preparers in completion of tax forms and checked over documents for accuracy

## Activities & Awards

**College DECA**, 1<sup>st</sup> Place State, International Finalist

**PricewaterhouseCoopers xTax Competition**, 1<sup>st</sup> Place