

MICHAEL MARTIN CASSERLY

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<http://www.mcasserly.com>

OBJECTIVE	Obtaining an intriguing role where MBA knowledge and leadership, complemented with technical web content management experience, can prove to be a valuable asset to an organization.
WORK EXPERIENCE	<div><div>AJILON CONSULTING, LLC.- New York, NY</div><div>Mar 2005-May 2006</div><div><i>Content Management Consultant/Web Developer, AXA Distributors, LLC</i></div><div><ul style="list-style-type: none">◆ Original 3-month consulting contract extended 4x based on performance.◆ Developed the 7 new Annuities channels (Products, Appointments, etc.) and 6 new Life channels (Products, Appointments, Underwriting, etc.) to enable end-user maintenance with Interwoven TeamSite. Please visit www.axadistributors.com to view sample pages (for current login info, please email me).◆ Instructed and assisted in introducing end users to the WCMS process for publishing web content directly.◆ Assisted in creating quality assurance (QA) standards to ensure that website content and layout had a consistent look and feel across all company websites.</div></div>
MARKETING EXPERIENCE	<div><div>GRADUATE SCHOOL OF BUSINESS, FORDHAM UNIVERSITY.- New York, NY</div><div>Sep 2003-Feb 2005</div><div><ul style="list-style-type: none">◆ Worked with various teams (both as leader and contributor) on several Marketing Projects and Presentations. Samples of presentations can be found on my website www.mcasserly.com under MBA Experience.◆ Conducted a Marketing Research assignment to determine the feasibility of launching a new product nationwide, based on a sample (test) market launch. (Alpine Gum, a product of Wrigley's)◆ Performed a Brand Audit to determine the strengths and weaknesses of the brand using a major retailer as the case study. (The Gap Clothing Company)◆ Performed numerous data mining activities using sample demographic data to determine the best approach to marketing a new product to a particular group.</div></div>
EDUCATION	<div><div>Fordham University, Graduate School of Business Administration-New York, NY</div><div>Master of Business Administration (MBA), Marketing / Information Systems, Feb. 2005</div><div><ul style="list-style-type: none">◆ Awarded seven Graduate Assistantships for the Information & Communications Systems Department and the Entrepreneurship Program◆ Specialization in Electronic Business◆ GPA 3.9/4.0</div><div><u>Related coursework:</u> Marketing Management, Marketing Research, Data Mining and Applications in Marketing, New Venture Marketing, Product Management, and Big Brand Marketing; IT Project Management, Business Design Through IT, Web and Electronic Business Technologies, Communications Networks and Distributed Systems, IT Security and Auditing, IT in the Financial Services Industry, IT Strategy & Management.</div></div>
AWARDS & ACHIEVEMENTS	<div><ul style="list-style-type: none">◆ Inducted into <i>The Honor Society of Phi Kappa Phi</i> based on academic achievement, Fordham, Fall 2004◆ Awarded every available six-month salary increase based on performance within each rotation; Completed program at the highest Grade Level (T3), AXA Financial, Inc. Technology Training Program, Feb 2001◆ <i>College of Business Administration (CBA) Dean's List</i>, Fordham University, May 1998◆ Major GPA 3.9/4.0, Concentration in Management Information Systems, Fordham CBA, 1995-1999◆ Earned 65% of college tuition and expenses from summer employment, Summers 1996-1998</div>
TECHNICAL SKILLS	Software: Experienced in Interwoven TeamSite, Adobe/Macromedia Studio, Adobe Acrobat Pro and PhotoShop, Oracle Reports, Microsoft Project, Microsoft Office, Visual Basic; Lotus Approach, WordPro, 1-2-3, Freelance Graphics and Notes; Sybase Process Analyst, Data Architect, and SQL Anywhere; Windows XP, NT, 98, and 95.
ACTIVITIES & INTERESTS	<div>www.fordhamramshockey.com, Webmaster, Complete Design and Maintenance of Website (2005-present) Knights of Columbus, Council 2672 Rockaway Beach (<i>3rd Degree Member</i>, 2004-present) Net Impact, New Leaders for Better Business, Fordham Chapter (<i>Member/Web Developer</i>, 2003-present) Manhattan Corporate Softball League, AXA Falcons (<i>Team Manager</i> 2001-present, <i>Member</i> 1999-present) Jamaica Bay Softball League, Black Water Inn (<i>Team Manager</i> 2000-2003, <i>League Umpire</i> 2004) Newbridge Ice Hockey Club (<i>Member</i> 1999-present) Fordham University Ice Hockey (<i>Alternate Captain</i> 1998-1999, <i>Member</i> 1995-1999) Cathedral Preparatory Seminary Varsity Baseball (<i>Captain</i> 1995, <i>Member</i> 1991-1995)</div>

For more details and links to relevant work experience, as well as side projects, please visit www.mcasserly.com