

# MICHAEL MARTIN CASSERLY

420 Beach 120 Street  
Rockaway Park, NY 11694  
home: 718-945-9195, mobile: 718-866-6131  
mcasserly@yahoo.com  
<http://www.mcasserly.com>

---

<b>OBJECTIVE</b>	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.	
<b>WORK EXPERIENCE</b> (Post MBA)	<b>AJILON CONSULTING, LLC.- New York, NY</b> <b><i>Content Management Consultant/Lead Developer, AXA Distributors, LLC</i></b>	<b>Mar 2005-May 2006</b>
	<ul style="list-style-type: none"><li>◆ Original 3-month consulting contract extended 4x based on performance.</li><li>◆ Fully consolidated brokerage.mony.com website into axa-distributors.com website following AXA merger with Mutual of New York (MONY). Assisted in creating quality assurance (QA) standards to ensure that website content and layout had a consistent look and feel across all company web pages.</li><li>◆ Designed, coded and configured the Web Content Management (WCM) System for the new Multi-Channel platform for axadistributors.com based on business specifications using Interwoven TeamSite as the WCMS.</li><li>◆ Specified and designed templates for 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 <b>www.axadistributors.com</b> to view sample pages (for current login info, please email).</li><li>◆ Coded and implemented the new "My Clients" Book of Business section for axadistributors.com using DHTML, CSS, JavaScript and FreeMarker as the primary technology tools.</li></ul>	
<b>EDUCATION</b>	<b>Fordham University, Graduate School of Business Administration-New York, NY</b> <b>Master of Business Administration (MBA), Information Systems/Marketing</b>	<b>Sep 2003-Feb 2005</b>
	<ul style="list-style-type: none"><li>◆ Awarded seven Graduate Assistantships for the ICS Department and the Entrepreneurship Program</li><li>◆ Specialization in Electronic Business</li><li>◆ GPA 3.9/4.0</li></ul> <p><b><u>Related coursework:</u></b> 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 &amp; Management, Marketing Management, Marketing Research, Data Mining and Applications in Marketing, New Venture Marketing, Product Management, and Big Brand Marketing.</p>	
<b>WORK EXPERIENCE</b> (Pre MBA)	<b>AXA-EQUITABLE, INC.- New York, NY; <i>Web Developer, (3 years using Interwoven TeamSite)</i></b>	
	<ul style="list-style-type: none"><li>◆ Designed and coded presentation templates and data capture records for existing web documents; designed templates and layout for new web documents to be implemented using Interwoven TeamSite.</li><li>◆ Instructed and assisted in introducing end users to the WCMS process for publishing web content directly.</li></ul>	
<b>AWARDS &amp; ACHIEVEMENTS</b>	<ul style="list-style-type: none"><li>◆ Inducted into <i>The Honor Society of Phi Kappa Phi</i> based on academic achievement, Fordham, Fall 2004</li><li>◆ 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</li><li>◆ <i>College of Business Administration (CBA) Dean's List</i>, Fordham University, May 1998</li><li>◆ Major GPA 3.9/4.0, Concentration in Management Information Systems, Fordham CBA, 1995-1999</li><li>◆ Earned 65% of college tuition and expenses from summer employment, Summers 1996-1998</li></ul>	
<b>TECHNICAL SKILLS</b>	<p><b>Software:</b> 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.</p> <p><b>Languages:</b> Experienced in HTML, DHTML, CSS, XML, FreeMarker, JavaScript and SQL; Moderately experienced in Perl. Highly proficient in Interwoven TeamSite TPL and CFG coding.</p>	
<b>ACTIVITIES &amp; INTERESTS</b>	<p><b>www.fordhamramshockey.com, Webmaster</b>, Complete Design and Maintenance of Website (2005-present) <b>Knights of Columbus</b>, Council 2672 Rockaway Beach (<i>3<sup>rd</sup> Degree Member</i>, 2004-present) <b>Net Impact</b>, New Leaders for Better Business, Fordham Chapter (<i>Member/Web Developer</i>, 2003-present) <b>Manhattan Corporate Softball League</b>, AXA Falcons (<i>Team Manager</i> 2001-present, <i>Member</i> 1999-present) <b>Jamaica Bay Softball League</b>, Black Water Inn (<i>Team Manager</i> 2000-2003, <i>League Umpire</i> 2004) <b>Newbridge Ice Hockey Club</b> (Member 1999-present) <b>Fordham University Ice Hockey</b> (<i>Alternate Captain</i> 1998-1999, <i>Member</i> 1995-1999) <b>Cathedral Preparatory Seminary Varsity Baseball</b> (<i>Captain</i> 1995, <i>Member</i> 1991-1995)</p>	

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