

MICHAEL MARTIN CASSERLY

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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 (Post MBA)	AJILON CONSULTING, LLC.- New York, NY <i>Content Management Consultant/Lead Developer, AXA Distributors, LLC</i>	Mar 2005-May 2006
	<ul style="list-style-type: none">◆ Original 3-month consulting contract extended 4x based on performance.◆ 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.◆ 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.◆ 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 www.axadistributors.com to view sample pages (for current login info, please email).◆ 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.	
EDUCATION	Fordham University, Graduate School of Business Administration-New York, NY Master of Business Administration (MBA), Information Systems/Marketing	Sep 2003-Feb 2005
	<ul style="list-style-type: none">◆ Awarded seven Graduate Assistantships for the ICS Department and the Entrepreneurship Program◆ Specialization in Electronic Business◆ GPA 3.9/4.0 <p><u>Related coursework:</u> 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, Marketing Management, Marketing Research, Data Mining and Applications in Marketing, New Venture Marketing, Product Management, and Big Brand Marketing.</p>	
WORK EXPERIENCE (Pre MBA)	AXA-EQUITABLE, INC.- New York, NY; <i>Web Developer, (3 years using Interwoven TeamSite)</i>	
	<ul style="list-style-type: none">◆ 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.◆ Instructed and assisted in introducing end users to the WCMS process for publishing web content directly.	
AWARDS & ACHIEVEMENTS	<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	
TECHNICAL SKILLS	<p>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.</p> <p>Languages: Experienced in HTML, DHTML, CSS, XML, FreeMarker, JavaScript and SQL; Moderately experienced in Perl. Highly proficient in Interwoven TeamSite TPL and CFG coding.</p>	
ACTIVITIES & INTERESTS	<p>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 (Member 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)</p>	

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