

Marc Butler

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Objective

To obtain a position where I can blend my business skills in marketing and communications with new technologies in creative team atmosphere.

To work in a business environment where ideas are encouraged and results are demanded.

To have fun at work, to excel in my position, to constantly learn and to help the team succeed.

Professional Profile

- Outstanding work ethic, 12 years of practical work experience in the online marketing sector in the following roles: business owner, business analyst, marketing manager, sales professional, web developer and webmaster
- A positive track record for effectively working with business owners, senior managers and key decision makers
- Develops quick bonds with others through effective communication and positive attitude
- Motivated by challenges and succeeds in demanding environments where initiative is required
- Ambitious and energetic professional, dedicated to exceed project requirements
- Enthusiastic and has a positive effect on fellow co-workers
- An engaging public speaker, presenter and motivator. Comfortable presenting on a wide variety of topics and working directly with clients and various stakeholders
- Commitment to excellence and dedication has been recognized by clients
- Exhibits self-discipline to work efficiently from home-office, on client sites and in an office environment

Executive Summary

- 10 years as owner of a web development / online marketing company
- 5 years as partner of a niche online retail company
- 2 years as partner of specialty retail company, doubled sales
- Nationally certified coach
- Experience working with large and small budgets (up to \$1.7 million)
- Excels in team environment
- Experience hiring, training and managing staff
- Problem solver

Key Skills

- Website management, planning and development, project management
- Marketing and communications strategies
- Business & Marketing planning, writing proposals and giving presentations
- Collecting and organizing information from multiple sources and publishing online quickly and effectively
- Expert on using social media for expanding business, strategies, execution and advertising, Facebook, Twitter, LinkedIn, Flickr, Blogging, Wikis, Delicious, StumbleUpon, Digg, Reddit, YouTube, Skype,
- Comfortable with all Content Management Systems, experience with Contribute, ImmediaC, Drupal, Mambo, Joomla, DNN, WordPress, Google Sites, OneWeb. Experience with multi user permissions. Currently learning CQ5
- Online advertising campaigns, web analytics, website optimization(SEO), keywords
- Web Design: Dreamweaver, Fireworks, Photoshop, Illustrator, Quark, InDesign
- Video editing: Adobe Premiere, Encore, Windows media server, YouTube, streaming video & audio
- Technologies: Server 2000 & 2003, Linux, email servers, MS SQL 2000, IIS, DNS, ASP, HTML, CSS, FTP, JavaScript
- Learning, adapting, multi-tasking

Work Experience

2009 - 2010

Cabot Shipping Supplies Limited, Marketing & IT Manager

Industrial, warehouse and shipping room supply company serving the Maritimes for over 35 years.



- Responsible for a Marketing budget of \$50,000 annually
- Created a marketing plan with monthly execution schedule
- Planned and executed monthly email promotions, resulted in increased web traffic
- Implemented online advertising plan to specific target markets
- Webmaster for corporate website
- Managed direct mail promotions each quarter, sales increased by 10% over last year
- Developed customer lists based on location, industry and size of company
- Responsible for MS terminal server, MS SQL server, 15 workstations
- Responsible for purchasing decisions on new IT equipment, workstations, laptops, software updates
- Managed the construction of the new \$1.7 million building
- Redesigned the showroom and first floor offices during construction

1999 - 2009

Blitzen Internet Management, Owner and Operator

Outsourced webmaster service, website design, e-commerce, graphic design, hosting, and general IT company.



- Sole proprietor for 10 years, created the business, increased sales from \$0 to \$100,000 within 8 years
- Built strong, long lasting relationships with customers and sub-contractors
- Managed accounts between \$5,000 and \$25,000
- Webmaster for several clients including; Progress Magazine, Dept. of Athletics at Saint Mary's University, and others
- Managed several simultaneous projects and businesses
- Created numerous business & marketing plans to connect my clients' business practices with their web site
- Developed a content management system that was easily customized for each client
- Administration of web server, IIS, DNS, FTP, email, etc.
- Skills used: web & graphic design, programming, website hosting & server set up, URL purchase, DNS set up, email set up, ftp set up, testing
- Services: custom websites, internet marketing campaigns, outsourced webmaster service, data conversion, print advertising, video capture, video editing, DVD creation, live audio streaming and more
- Clients included: Saint Mary's University, Charm Diamond Centres, Halifax Mooseheads Hockey Club, Progress Magazine, Downtown Halifax Business Commission, Beacon Securities, Opa Taverna, Atlantic News, Halifax Magazine, Tempest Restaurant, Zephyr Home, Master Merchant Systems, and more

2007 - present

Bedford Soccer Association -- Technical Director and Program Manager

Community soccer club catering to children and parents in the Bedford area



- Developed programs for a club with over 1100 members with the goal to increase membership and improve all aspects of the club
- Member of the Board of Executives
- Member of the Technical Committee
- Director and head coach of our Academy Program
- Director of coaching development – parent volunteers & paid staff
- Director of recreational programs and summer camps
- Responsible for paid staff of 14 – 20
- Responsible for coordinating and training 40+ volunteers

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Work Experience continued

2007 - 2009

Golden Goal Soccer Supplies, Partner

Retail soccer store catering to individual soccer players, teams and clubs



- Created business plan for an already existing company, developed new marketing strategy
- Found new larger location with high visibility for target market, found new suppliers at lower costs
- Webmaster for corporate web site
- Developed a plan to target large business – soccer clubs
- Signed contracts with 30% of local soccer clubs, verbal agreements with 50%

2000 - 2006

Lobster Direct.com, Partner

Niche online retail store selling live lobsters to households in the USA and Canada



- Responsible for the daily activities of the business, marketing, sales, customer service
- Website optimization, meta tags and keywords for organic search results, webmaster
- Organized filming of TV episode for FOOD TV to promote the company
- Featured in VISA Business newsletter as niche marketing expert
- Tested several internet marketing methods, link exchanges, affiliates, contests, bulletin boards, chat rooms, email promotions, banner ads, search engine ads, offline ads
- Sold the business for a profit in 2006

1998 - 1999

Seagull Pewter, Marketing Department

Manufacturer of fine pewter gift ware and tableware since 1979



- Developed business plan for their website
- Created a RFP and reviewed the proposals
- Our team re-branded the company with a new logo and plan
- Our team created a new product line to appeal to mass market

Education

1990-1994

Saint Mary's University

- Bachelor of Commerce
- Majors in Marketing and Finance



One University. One World. Yours.

1995

Saint Mary's University

- Selected MBA courses
- International Marketing, International Management

2004-2006

Independent Study in Public Relations

- The fall of advertising and the rise of PR / - New York : Harper Business, 2002
- Publicity, newsletters, and press releases / - New York : Oxford University Press, 2002

1990

Queen Elizabeth High School

