Michael Penfield, MS

mikep678@gmail.com
Cell: 916.717.3200

CAREER SUMMARY

As a marketing and communications professional my experience includes researching, creating and executing on a multitude of effective marketing and communications projects/programs. Working in start-ups to Fortune 500 organizations, I have demonstrated consistency in the following areas:

- Seasoned communications marketing manager (11 years with Qwest/CenturyLink) Launched award winning new sales intranet (development team member), Nielsen Norman Group's Intranet Design Annual 2012: Year's 10 Best Intranets
- Working in project and program management
- Partnering with senior leadership to formulate and successfully implement business directives
- Conceptualizing and implementing multiple forms of communication solutions
- Expertise in developing centralized internal communications models and related collaboration tools
- Manage information flow and drive sales and operations effectiveness
- Functional knowledge of Search Engine Optimization (SEO), Social Media Optimization (SMO), Search Engine Marketing (SEM), Digital Strategies, Web Design & Development, E-mail Marketing. Expanding implementation practices on various platforms

EDUCATION

Certificate – Fundamentals of Project Management Feb 2013
Becker College

Juris Doctorate Studies – 1st and 2nd year course work
Lincoln Law School, Sacramento, CA

Master of Science – International Commerce & European Studies
California State University, Sacramento, CA

Bachelor of Science – Business Administration and Marketing
California State University, Sacramento, CA

EXPERIENCE

Stanfield Systems, Inc. - Business Analyst Oct 2013 - Present

Contract position on a project for the State of California (CalPERS) in a Business Analyst role, assisting with an internal IT system migration effort.

Strategic Tax Solutions - Operations and Marketing Sept 2013 - Present

Analyzing operations to help create internal efficiencies and providing strategies for integrated marketing efforts.

Skills

Software

MS Office Suite
- Word
- Excel
- PowerPoint
- Outlook
- Basic MS Project

Constant Contact
Mail Chimp
Adobe Connect Pro
ON24
GoToMeeting
Zoomerang Survey
Salesforce
Camtasia
Intro Photoshop
Intro PIXLR

Research

Lexis/Nexis
Hoovers
Neilson's PRIZM
Internet
Various custom prgms

Web

Light HTML
WordPress
CMS
Intro Google Analytics

Michael Penfield, MS
mikep678@gmail.com
Cell: 916.717.3200

Heroik Media Feb 2013 - Present
Advisory Board Member & Project Oversight, Heroik Innovation Lab

- Media Strategy & Operations, multiple initiatives
- Business Development
- Non-profit fundraising campaign creation
- Creating Brand Narrative
- Media content creation, curating
- Content editing

Focus Healthcare of California July 2012 – Dec 2012
Executive Director

- Startup entity – responsible for the overall management and development of the organization
- Oversight of readying facility for state licensing review and grand opening (Oct/Nov 2012)
- Staff interviewing, onboarding, department development
- Preparations for Joint Commission accreditation (Feb 2012)
- Facilitate/lead/serve multiple standing committees; Department Directors, Business Development, Risk Management, Environmental Safety, Performance Improvement, Life Safety

Contractor - Technical Consultant 2011 – 2012

- Peak Systems – Full service web development firm (To Centurylink)
    - Intranet website administration, collaboration tool coordination, sales tool creation, measurement metrics
- Strategic Tax Solutions, Inc**.**
    - Assisted with Salesforce data mapping implementation and workflow definition

CenturyLink (Formerly Qwest Communications), Gold River, CA 2000 - 2011
Marketing Communications Manager 2007 - 2011
Regional Field Marketing Manager 2000 - 2007

Project/Program Management

- Launched award winning new sales intranet (development team member), Nielsen Norman Group's Intranet Design Annual 2012: Year's 10 Best Intranets. Provided creative/functional input, improve site traffic through SEO and social media usage, managed blog input/feedback, administrator for news page content
- Managed internal communications for Salesforce deployment, including Chatter feature, for enterprise sales organization. Managed internal web surveying projects using “Zoomerang” tool
- Expertise with all Microsoft Office applications, Content Management Systems, Adobe Connect Pro, ON24 Webinar Management, and various other proprietary web and audio conference solutions, Hoovers, Lexis-Nexis and other task specific research databases, Constant Contact and Mail Chimp

Michael Penfield, MS
mikep678@gmail.com
Cell: 916.717.3200

- Over 15 years expertise in project and program management including process analysis, strategic planning, budgeting, vendor contract negotiation and implementation, and event planning/execution

Communications

- Strategic development of social media campaigns including blogs, Salesforce Chatter, and internal feedback mechanism for intranet news pages
- Exceptional interpersonal skills facilitating customer advocacy, trusted advisor relationships, client and vendor relations
- Corporate Moderator/Presenter: Live and web-based conferences. Managed distance learning series
- Co-developed entirely new, centralized, internal communications process for an enterprise sales organization of 5,000 people

Marketing

- Marketing support for large business sales teams in California and Seattle. Executed corporate marketing programs, campaigns, product launches and incentives
- Demonstrated ability in managing annual budget and marketing objectives. Specialties in event management, branding, demand generation and retention, customer loyalty, field marketing
- Developed internal communication plans for Product Managers, resulting in more effective messaging and better sales force awareness/engagement/adoption

ADDITIONAL RELEVANT EMPLOYMENT EXPERIENCE

Business Process Solutions, Inc., Sacramento, CA 1999 - 2000
Vice President, Marketing

InterX Technologies, Inc., Sacramento, CA 1999 - 2000
Business Development / Sales

Law Offices of Carroll, Burdick & McDonough LLP, Sacramento, CA 1992 - 1999
Practice Manager; Paralegal/Legal Assistant

VOLUNTEER EXPERIENCE

Wellness Within (Roseville, CA) 2012 - Present
Volunteer

The Diane Dawson Foundation (Granite Bay, CA) 2012 - Present
Volunteer

Ride For a Reason (Folsom, CA) – Cancer/Parkinson's Disease Fundraiser 2006/2007
Volunteer