

MICHELLE A. HATHAWAY

General ~ Operations ~ Marketing Management

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HIGHLIGHTS OF QUALIFICATIONS

Proven success **managing teams achieving and surpassing sales, technical support, and customer satisfaction / retention goals** for companies providing **products, services and solutions** worldwide. **Increase revenues, profits, and market share** by establishing and maintaining **long-term, trusting relationships**, developing and executing **marketing strategies, increasing customer satisfaction and loyalty**; and **generating new, repeat, and referral business**. **Reorganize and optimize business operations and introduce new technologies**, catapulting sales and saving thousands of dollars. **Complete all projects within budgets and deadlines. Master of Science in Business Administration.**

CORE COMPETENCIES

- General / Operations Management
- Marketing / Online Marketing Management
- Strategic & Tactical Planning / Execution
- Staff Development / Training / Team Leadership
- Relationship Building / Management
- Performance Improvement
- Forecasting / Budgeting / P & L
- Technical Support Management

TECHNICAL EXPERTISE

Operating Systems:	Redhat Enterprise Linux 3, 4, 5; CentOS 3, 4, 5; Fedora Core 2, 3, 4, 5; Redhat Linux 7, 8, 9
Languages:	PHP, MySQL, HTML, XHTML / CSS, JavaScript
General:	DNS / BIND, SSH / Bash Shell, cPanel / WHM, Apache / HTAccess, IPTables, Exim, Zend Optimizer, IonCube, Turck MMCache, eAccelerator, ImageMagick, NetPBM, Fantastico, SHOUTcast, Virtuozzo, OpenVZ, HyperVM
ConfigServer:	Firewall and Security, Mail Manage and Mail Queue
Software:	APF (Advanced Policy Firewall), SIM (System Integrity Monitor), LSM (Linux Socket Monitor), BFD (Brute Force Detection), LES (Linux Environment Security)
Billing / Support:	ClientExec, ModernBillk, WHMAutoPilot, WHM Complete Solutions, Kayako, LivePerson, PHPLive
Marketing:	Google Adwords, SEO, Blogging, Press Releases, MS Office

RELEVANT EXPERIENCE

GENERAL / OPERATIONS MANAGEMENT

- **Managed all aspects of start-up and growth of web hosting / SEO business from zero to 850 active global accounts** in diverse industries in competitive marketplace, generating **\$65K annually**.
- **Directed 6 sales and technical support personnel providing web hosting and marketing solutions to optimize sales, maximize uptime, and ensure customer satisfaction / retention:**
 - DNS Server Management
 - Web Site Design
 - SEO
 - Investigating / Solving Abuse Reports
 - Cleaning / Securing Compromised Accounts
 - SPAM Blocking Delisting
 - Audio Streaming
 - Shoutcast Installation / Support

RELEVANT EXPERIENCE (cont.)

GENERAL / OPERATIONS MANAGEMENT (cont.)

- **Hired, trained, managed, and motivated teams achieving and surpassing goals** by serving as hands-on role model, developing policies, processes, and procedures to increase productivity and reduce costs; **setting clear expectations, and using positive reinforcement.**
- **Trained 6 sales and technical personnel** in sales technique, customer relationship /retention management, and billing program skills (TheHosted).
- **Managed 4** in ordering, stocking, and maintaining inventory with **budget of \$1M monthly** (Walgreens).
- **Reorganized inventory, enabling and leading conversion** from manual to **AS400 automatic ordering**, increasing accuracy, efficiency, and accountability, and saving thousands of dollars (Walgreens).

ONLINE MARKETING MANAGEMENT

- **Revamped HostNine (hostnine.com) Google Adwords Campaign**, reversing losses of \$5K a month to **gains of \$5K to \$7K a month in 3 months** with budget of \$15K by:
 - **Managing SEO**; optimizing key words and meta tags
 - Creating and instituting **e-mail campaigns** and **online press releases**
 - Identifying and **securing pay-per-click sites** successfully attracting new visitors to website
 - Providing **daily blog posts**
- **Propelled visibility and accelerated sales for 5 web hosting solutions websites** of Landis Holdings, Inc. (JaguarPC.com, Hostingzoom.com, Resellerzoom.com, wowvps.com, and modvps.com) by:
 - Managing **HTML coding** for all sites according to recommendations of third party SEO company
 - **Maintaining blogs** for JaguarPC and HostingZoom
 - **Spearheading presence / managing social networking** on Facebook, Twitter, and Digg

RELEVANT EMPLOYMENT HISTORY

OPERATIONS MANAGER, TheHosted, Wauseon, OH	2004 – Present
MARKETING DIRECTOR, HostNine, Jupiter, FL	2009 – 2010
MARKETING DIRECTOR, Landis Holdings, Inc., Houston, TX	2009
SIMS COORDINATOR / INVENTORY MANAGER, Walgreens, Oregon, OH	2004 – 2005

EDUCATION / PROFESSIONAL DEVELOPMENT

COLORADO TECHNICAL UNIVERSITY, Chicago, IL		
Master of Science in Business Administration	GPA: 3.8	2010
Concentration: Business Management		National Technical Honor Society
ITT TECHNICAL INSTITUTE, Indianapolis, IN		
Bachelor of Science in Business Management	Major: Marketing	GPA: 3.89 2009
Associate of Applied Science in Business Administration		GPA: 3.6 2009
Associate of Applied Science in Electronics Engineering		GPA: 3.7 2008

