

# Mark Berger

[mark@markberger.com](mailto:mark@markberger.com)

510-965-9833

## POSITION DESIRED

**Director of Online Marketing** with a profitable, visionary company in the East Bay that sells a product or service, which fits my core values of sustainability and integrity.

## PROFESSIONAL EXPERIENCE

Sept 2004 - Present

### ONLINE MARKETING MANAGER

*Homegrown Naturals, Inc.*

Develop & lead implementation of all aspects of B2C Online marketing efforts including: strategy, content development, technical architecture, PPC, SEO, Affiliate, E-mail, Viral & DataBase marketing for \$75MM packaged food company with 3 brands that are environmentally and socially responsible:

#### Brand Accomplishments:

- Annie's Homegrown ([www.Annies.com](http://www.Annies.com)) - SEO, PPC and Email campaigns resulted in tripled traffic and a **65% YOY sales increase** (offline brand sales grew 22%). Produced viral video campaign "The Mouth Revolution", started a Blog and a Kids Book Club which spurred user-generated content and strengthened brand. Performed usability testing and created personas for site redesign that resulted in a 50% conversion rate boost.
- Fantastic Foods ([www.FantasticFoods.com](http://www.FantasticFoods.com)) - SEO, PPC and Email campaigns resulted in tripled traffic (up 196%) and a **17% YOY sales increase** (offline brand sales shrank 26%), redesigned site to focus on targeted audiences of special dietary needs.
- Consorzio ([www.Consorzio.com](http://www.Consorzio.com)) - SEO, PPC and Email campaigns resulted in quadrupled traffic (up 256%) and **27% YOY sales increase** (offline brand sales shrank 23%). Redesigned site with recipe photo shoot as core content.

#### Accomplishments across all 3 Brands:

Redesigned and rebuilt all 3 sites; upgraded all e-Commerce storefronts; wrote and published monthly e-Newsletters and sales announcements which consistently had 30%+ open rates and 15%+ click-thru rates; created a unified customer Database from scratch with 25,000 contacts; created and maintained Store Locators with 10,000 stores; implemented HBX Web analytics and Atomz Search to improve site conversions by 50%; managed one employee, one intern and several creative and technical vendors on 3 continents.

#### Press Hits About My Work:

- [Marketing Sherpa Case Study: How to use the Web as a Branding tool](#)
- [Marketing Sherpa: Annie's Newsletter - the "Right Way" to e-mail](#)
- [Corporate Blogging: Is it Worth the Hype?](#)
- [The Way to Blog - Annie's Homegrown](#)

### WEB & IT MANAGER

*The Marin Institute*

April 2003 –  
Sept 2004

- Designed and built new web site ([www.MarinInstitute.org](http://www.MarinInstitute.org)) featuring Flash, PHP, Perl applications within a Linux/Apache environment. Performed on-line marketing of the site tripling traffic in 6 months with \$0 budget.
- Set-up daily & weekly email newsletters, video streaming of alcohol industry TV ads, Take Action campaigns, and a Spanish version of the site
- Developed the "Talk-Back to Big Alcohol" Web service that facilitates public complaints of Alcohol Industry advertisements which was featured in a [Wall St. Journal article](#) (02/02/05)

### ON-LINE MARKETING PROJECT MANAGER

*Berger & Fries*

Sept 2000 –  
April 2003

- Web Managed the development of a direct marketing website to sell fitness videos and related products. Featured: 3-level affiliate cash referral program, free personal homepages, free email accounts, free chat rooms, multi-tiered Member status, Support Circles, and Buddy lists. As of 2/1/03, the site had

Napa, CA

San Rafael, CA

Los Angeles /  
Oakland, CA

over 2,500 affiliates (members) and generated over \$15,000+/month of sales after only 6 months, and the site paid for itself after only 9 months live.

<http://www.MyBeachBody.com>

- Managed the design of a GUI and the production of media assets for a 3-D, immersive, virtual reality telemedicine application running on the NCSA's (National Center for Supercomputing Applications) Next Generation Access Grid (a.k.a. "Internet2"). *John A. Burns School of Medicine, Univ. of Hawaii*
- Produced, designed and programmed several websites featuring Flash, streamed video, 360-degree panoramas, CSS and PHP/MySQL. Hands-on development. Sites:  
[www.Arrowire.com](http://www.Arrowire.com), [www.AnneMeplon.com](http://www.AnneMeplon.com), [www.LaAlliance.org](http://www.LaAlliance.org)  
[www.MarshaBerger.com](http://www.MarshaBerger.com), [www.Heifetz.com](http://www.Heifetz.com), [www.mbergerart.com](http://www.mbergerart.com),  
[www.DalekoDesigns.com](http://www.DalekoDesigns.com), [www.ForbesMedtech.com](http://www.ForbesMedtech.com), [www.RapidRelief.tv](http://www.RapidRelief.tv),  
[www.MollieLawson.com](http://www.MollieLawson.com), [www.WestviewSchool.com](http://www.WestviewSchool.com).
- Optimized web sites for search engine rankings: 1) analyzed monthly traffic data, HTML code and then edited the code to achieve maximum exposure to search engines. 2) Analyzed the search engine traffic for families of keywords/keyphrases. 3) tracked the results over time, which showed dramatic improvements in search engine rankings, traffic and revenue for clients. <http://www.HelpGuide.org>, <http://www.Zihua.net>,  
[www.AhhhMassage.net](http://www.AhhhMassage.net), <http://www.szefs.com>, [www.AnneMeplon.com](http://www.AnneMeplon.com)

**2000 April-  
September**

#### **TECHNICAL PROJECT MANAGER**

*Veon, Inc. (bought by Philips 04/01)*

San Francisco,  
CA

- Managed the development of prototypes of converged WEB/Television content for: Columbia Tri-Star, HBO, Skechers, Speedo, Pathe, and LVMH. Created project budgets, schedules and managed client deliverables through entire software development process.
- Managed web software development and services via an in-house team of 8 creative and technical people. Managed vendors such as hosting, bandwidth and streaming providers, and video post-production houses. Oversaw web development from sales through delivery

**1998 - 2000**

#### **SENIOR PROJECT MANAGER**

*AppNet, Inc. (bought by CommerceOne 06/00)*

Santa Monica, CA

##### **Accomplishments:**

- 40-70% Gross profit margins on all projects
- \$600,000 sales in 1999 from 3 existing clients and winning 2 new clients

##### **Duties Included Sales, Strategy, and Project Management:**

- Manage project teams of 3-10 creative and technical persons
- Responsible for overseeing the architecture, design and implementation of projects ranging from \$50,000 to \$500,000.
- Create project budgets and schedules; closely monitor project profitability
- Manage project scope, client change requests, and escalate any problems to management
- Recommend solutions and technologies on a strategic level
- Lead requirements analysis through Use Case Modeling
- Create data models, ER diagrams, and data schemas for DB design
- Art Direct designers and HTML programmers as needed
- Schedule and lead client meetings regarding development of applications
- Travel for sales presentations to 5-15 people, write 20-40 page proposals, write contracts, and close the deal.

##### **Clients Managed from design to development to hosting:**

Hyundai Motor America - [www.HyundaiUSA.com](http://www.HyundaiUSA.com); DENSO Sales CA, Inc. - [www.Denso-dsca.com](http://www.Denso-dsca.com); Wyle Systems, Inc. - [www.WyleSystems.com](http://www.WyleSystems.com); e-SIM, Ltd. - [www.e-sim.com](http://www.e-sim.com); eMemories.com - [www.Ememories.com](http://www.Ememories.com)

<b>Political Career</b> 1993-94	<b>CAMPAIGN DIRECTOR</b> <i>John Saler for Lt. Governor</i> Organized and led the campaign to win the Democratic nomination for Pennsylvania's second highest public office.	Philadelphia, PA
1991-1993	<b>LEGISLATIVE CORRESPONDENT</b> <i>U.S. Senator Harris Wofford (D-PA)</i> Wrote position papers, policy memos, correspondence and press releases in several legislative areas including health care, taxation and judicial issues. Picked up the Senator's laundry.	Washington, D.C.
<b>EDUCATION</b> 1995-1998	<b>UNIVERSITY OF SOUTHERN CALIFORNIA</b> Master of Fine Arts. School of Cinema-Television.	Los Angeles, CA
1987-1991	<b>POMONA COLLEGE</b> Bachelors of Arts, American Studies major. Honors student.	Claremont, CA
<b>FELLOWSHIPS</b>	<b>ON-LINE GAME DESIGN</b> <i>Sega Games, Inc.</i>	Los Angeles, CA
1997	Project Managed a prototype for a new, on-line, multiplayer game and pitched the project to Sega executives. Analyzed the existing game market to determine what is profitable and producible.	
1996	<b>INTERACTIVE STORYTELLING</b> <i>Paramount Digital Entertainment, Paramount Pictures</i> Developed "Cheers" and "Mission Impossible" into interactive storytelling vehicles for the Web. Created an original design document for a Website serial called "Metatron." Pitched the proposal to Paramount executives.	
<b>CONTINUING EDUCATION</b>	<b>Nielsen Norman Group</b> <i>Usability Conference</i> (June 2005) <i>MCP Certification</i> (August 2004) <i>XML</i> (November 2002) - Santa Monica College <i>Flash 5</i> (May 2001) - Santa Monica College <i>Certified Internet Webmaster</i> (May-August 2000) - <a href="http://ciwcertified.com">ciwcertified.com</a> <i>Relational Database Design &amp; Management</i> (January-May 2000) - UCLA <i>Perl/CGI</i> (October 1999) - Santa Monica College <i>JavaScript</i> (June 1999) - Santa Monica College <i>Advanced HTML</i> (November 1998) - Santa Monica College <i>Basic HTML</i> (April 1998) - Santa Monica College	
<b>TECHNICAL SKILLS</b>	<ul style="list-style-type: none"> <li>• HTML, DHTML, JavaScript, CSS, XML, SSL</li> <li>• PHP, ASP3.0/ADO 2.5, CGI/Perl</li> <li>• Database design and analysis, ER modeling, MS SQL, MySQL</li> <li>• MS Office, MS Project, Visio, RUP, UML, Rational Rose, RReqPro</li> <li>• Dreamweaver, Fireworks, Photoshop, Flash</li> <li>• Apache and IIS Web servers</li> <li>• Networking fundamentals including TCP/IP, DNS, SSL, WAN/LAN/SAN</li> </ul> Quicktime, Windows Media, Real Media, Media Cleaner and iTV formats Film/Video Editing: Avid, Premier, D-Vision, ProTools	
<b>PERSONALITY TYPE</b>	<b>MYERS-BRIGGS: ENTP</b> ENTPs are multi-talented, pragmatic, goal-oriented, and willing to take risks. Unlike most others, they can easily grasp both the big picture and the details. ENTPs are natural entrepreneurs, a quality which-along with their other attributes-makes them great candidates for careers in information technology, information management, or business management. (Sources: Lore, 1998; Laramore, 1997)	