

Mike Mueller

(925) 456-4567 / Mike912Mueller@gmail.com

Social Media / Training / Public Relations

Increasing sales, corporate brand loyalty and awareness.

Accomplished executive with proven results in developing and implementing cutting edge strategies that support business and financial objectives. I am nationally recognized as an expert in applying Web 2.0 concepts to sales, marketing, community building and relationship projects. A respected leader and networker. I have the ability to create new relationships using a wide variety of technological and social marketing tools. With over three decades of dealing directly with the public I can benefit your company by increasing internet exposure, applying that exposure to a sound marketing plan and netting solid results.

ACCOMPLISHMENTS AND AREAS OF EXPERTISE

Moderator: of one of the largest groups in ActiveRain (over 200,000 members).

Television: Frequent interviews on evening news and morning show KRON 4.

Radio: Co-Host of the highly ranked weekly "Social Media Edge" and host of "the M-files". Guest speaker on KYCY 1550 am, KION 1460 am.

Print: More than 40 articles published in SF Examiner, Reuters News, Chicago Sun Times, BusinessWeek Exchange, The Arizona Association of REALTORS®.

Quoted: Interviewed and quoted for articles in BankRate, Scripps, the San Jose Mercury News and others, including the front page of The Wall Street Journal.

Video: Originator and producer of high definition video. Various interviews with industry leaders.

Honored: AreWeConnected.com (blog) currently listed in AllTop and the AdvertisingAge Power 150.

Listed: in Stefan Swanepoel's Real Estate Trends Report 2009 (Social Media), Dustin Luther's 50 most influential people, Realtor.com's 100 Influencers List.

Blogger: Guest Blogger at ActiveRainGuide.com, Lenderama, The Mortgage Cicerone, Mortgages Unzipped.

Featured Speaker: At Inman Connect, AgentReboot, REBlogWorld Las Vegas, REBarCamp/Lynchburg, REBarCamp/Seattle, Florida Association of Realtors State Convention, Achieve 2010, RETechSouth 2011.

References: One of the Top Recommended people on LinkedIn

WORK HISTORY

January 2009 to Present - Business for Self

Build custom Wordpress blogs, custom Facebook pages. Hold hundreds of highly ranked workshops, presentations and classes on various social media topics, keynote speaker, one on one coach and instructor.

October 2008 to January 2009 - Fidelity National Title

14683 Chabot Dr # 200 Pleasanton, CA 94588

AVP / Regional Director of Technology. Instructed client base sales techniques to increase sales with Social Media. Introduced new and emerging technology to sales staff. Newly enacted California legislation eliminated this position. (CA SB-133)

November 2004 to October 2008 - Patagonia Finance

1800 Sutter St. # 870 Concord, CA 94520

Managed web exposure, increased the search engine rankings, trained new hires on software and new technology, and taught monthly seminars to the public. Featured on television, radio and in print media.

1999 to 2004 - National City

1390 Willow Pass Rd. Concord, CA 94520

Technical liaison for the office, trained office staff on intranet use as well as proprietary software.

1994 to 1999 - National Pacific Mortgage

1485 Enea Circle Concord, CA 94520

Technical Dept / Loan Officer.

ADDITIONAL SKILLS AND INTERESTS

National and Local Author and Speaker

Web Design, html, javascript, php

Highly proficient in: Word, Excel, PowerPoint, Publisher, Wordpress, and all things Social Media.

CONTACT

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