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# MIKKI BAZURTO-GREENE

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## Integrated Marketing Communications Manager

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**Marketing Project Management ❖ Product and Campaign Launches ❖ Branding & Positioning**

**❖ Cross Functional Team Effectiveness ❖ Channel Marketing ❖ Inbound Marketing**

**❖ Marketing Analytics ❖ Content Management ❖ Trusted Network with Highly-Valued Knowledge ❖ Online Community Management ❖ Product User Engagement**

High-level marketing project manager with more than 15 years of experience in both Fortune 100 companies and startups able to skillfully interpret and leverage data and information, build influential networks; and resolve real-world issues with effectiveness, high-integrity and respected relationship skills.

Reliant on tenacity, self-confidence, efficiency and effectiveness to provide results in influence measured, monetary, and organizational wins. Adept at working with a variety of people to deliver on-time and on-budget. Industry experience in software, hardware, chemicals, optical fiber, health and wellness, speaking and education.

### VALUE OFFERED

- First-Class Business Instincts
- Trusted Problem-Solver
- Leveraging Data
- Customer-Centric
- Organization Builder
- Efficient and Effective
- Turning ideas/plans into actions
- Accomplished Writer and Editor
- Gaining consensus

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### PROFESSIONAL EXPERIENCE

#### **Bazurto Marketing Solutions**

Santa Clara, CA

**2003 to 2013**

#### ***Principal Consultant (part-time)***

- Evaluated and tested recommendations for website redesign at the KITlist.org, a startup Silicon Valley jobs website. All recommendations accepted.
- Co-produced KITlist television program providing sophisticated coverage of job search techniques. Cut show preparation time in half. Manager accepted recommendations for newer, fresher video format to attract younger audiences.
- Organized client thoughts into coherent, linear content fine-tuning it for target audience. Keen attention to brand strategy while researching and writing first books and journal articles for customers in technical, scientific and academic fields. Praised for insightful questions and active listening skills.
- Brought new product to market working in teams, masterminding, organizing and speaking at public events and coaching others to do the same with strong messaging and branding. Grew MonaVie startup from 0 to more than 1,000 consumer customers and profits from 0 to .5 million in new business.
- Researched, created and delivered powerful, pragmatic, get-results seminars to more than 500 counselors, parents and couples at Bay Area schools, Mom's groups and churches with the goal of establishing peace in the home. Devised detailed business plan for a highly-visible, Harvard-educated author who appeared on the Oprah Winfrey show.

**Sun Microsystems, Inc**

Santa Clara, CA

1999 – 2002

**Senior Distribution Channels Manager, E-Commerce Software***Sun Microsystems, Inc. sold computers, computer components, computer software and information services.*

- Improved software brand awareness from infancy to early adoption 3-fold with global channel partners. Demand generation programs moved thousands of resellers and end users to purchase.
- Crafted and implemented digital marketing (Webinars, E-Mail Marketing, Demonstrations and Free Trials) to engage channel customers in acquisition, conversion programs that provided an increase in profitable relationships

**Silicon Graphics Inc. (SGI)**

Mountain View, CA

1995-1999

**Integrated Marketing Communications Manager, Sciences***Silicon Graphics provided high-performance computing solutions especially those with 3D graphic display*

- Crafted marketing communications strategy, direction and budget to support sales into the high-profile, high income Chemistry/Biology/Medical field
- Led the company's \$1.4 million literature campaign introducing four out of six of SGI's new products to market. Built and managed an effective/dynamic team of 14 professionals influencing them to work resourcefully despite scarce information. Able to anticipate concerns, implement solutions quickly and based on a big picture outlook.
- Excellent time manager handling notable increase in workload after 90% reduction in staffing.
- Trail blazed the first series of printed customer success stories for the supercomputer division which were ranked by field sales as their #1 choice tool for marketing. Examples included: Navy, Glaxo Wellcome and BMW.

**Corning, Inc**

Corning NY

1992-1994

**Senior Marketing Communications Specialist***Corning is a world leader in specialty glass and the inventor of optical fiber as well as Gorilla Glass*

- Created strategy and key messaging for a highly successful co-branding partnership between Corning and MCI resulting in a multi-million dollar purchase contract that replaced Russia's Communist-era phone system with optical fiber.

**ADDITIONAL PROFESSIONAL EXPERIENCE****The Dow Chemical Company**, Midland, MI

Marketing Communications Specialist

**Stanford University** – Graduate School of Business, Palo Alto, CA

Guest Speaker

**IABC, Silicon Valley Chapter**

Director, External Communications

**EDUCATION**BS Journalism | **Northwestern University** | Evanston, IL**ACTIVITIES, TRAINING, SEMINARS**

Churchill Club Volunteer, 2013

Cloud Computing "Big Data Technology" presentation | Cloud Computing, CSIX group | Jun, 2012

Stephen Covey's "The Five Choices to Extraordinary Productivity" seminar | Oct, 2011

Social Media including LinkedIn and Facebook; previous work in Problem-Solving Process Improvement, Exercising Influence, Market Research, Powerful Presentation Skills, Salesforce and Content Strategy.