



I CREATE EXPERIENCES

Marketing Strategy · Technical Innovation · Beautiful Design

Michael Alonzo

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Passionate, hands-on executive and creator, experienced in leading companies and products from ideation through execution and profitability. I'm fiercely motivated to assess, solve, and deliver solutions that satisfy both customer and business needs.

A few brands I have worked with...



Experience

EXP Entrepreneur Partners
1/2011 – Present

Principle

Advise and counsel young Phoenix entrepreneurs in the establishment and direction of their startups. Serve as the idea wrangler and visual mastermind for the venture catalyst group.

SoChurch
7/2010 – Present

Vice President, Customer Experience

Responsible for marketing strategy, company brand, and all customer interactions on the website, in the product, and throughout the internet via social media channels.

GoDaddy.com
9/2007 – 7/2010

Generation Experience Architect

Oversaw the inception of all major marketing and product initiatives by coordinating vision and requirements between executive, marketing, and product development teams.

Product Manager

Oversaw the requirements, user experience, development, quality assurance, and marketing of the Marketing Solutions product line.

User Experience Manager

Responsible for vision and execution of all user experience disciplines, including Architecture, Content Design, Visual Design, Usability, and Front-End Development.

Highlights

Signed **2** portfolio companies in the first **45 days** of operation.

Ask for more, this one's just getting started.

Helped drive product development from concept to launch in **6 months**, securing over **200** new customers.

Designed company website of over **100** pages with secure checkout in **3 weeks**.

Helped increase business unit revenue by over **\$10.2 million** in a single year.

Increased incremental **monthly** revenue by almost **\$900,000** after checkout pathway redesign.

Effectively redesigned and repositioned SEO solution to generate **\$2.3 million** in supplemental revenue, a **32.8%** gain.

Oversaw the customer experience of **13** successful product launches.

More Experience

PROVOKE Magazine
1/2006 – 9/2007

Publisher

Co-founder of the magazine, Provoke was a full-size, color, print and digital publication about the Phoenix creative community, highlighting creativity across all industries and disciplines.

Data Doctors
8/2004 – 1/2006

Director of Marketing

Responsible for building and managing an integrated communications department expanding marketing, creative, and development teams to service corporate and over 100 franchise locations nationwide.

KnowledgeNet
5/2002 – 8/2004

Senior Educational Designer

Responsible for managing and creating interactive learning presentations and courses for several high priority companies including Microsoft, Cisco, McKesson, and State Farm.

TouchScape
4/2000 – 8/2001

Interaction Designer

Responsible for creating use cases, wireframes, design comps, and functional prototypes to illustrate architecture, user interactions, and user interface.

Highlights

Launched magazine from inception to first issue in **5 months**.

Managed over **30** freelance content contributors.

Helped grow franchise from **16** stores to over **100** nationally.

Developed online application to manage sales, marketing efforts, and corporate communication.

Responsible for all special projects including new technology research and new client acquisition.

Held records in both speed and accuracy for the creation of several different online training courses.

Learned **3 key lessons** of start-up life:

- 1) Nothing is certain until it's signed
- 2) Save your money and seize the opportunities of a layoff.
- 3) Stocks options aren't the same as salary.

Proficiencies

Vision and requirements, I rely on Axure, PowerPoint, and good old fashioned white boarding and napkin sketching.

I make things pretty with Photoshop, Illustrator, Flash and any other design product that does the job.

Strong communicator, influencer, and presenter. What can I say, people like me.

I get stuff on the Internet with CSS and XHTML.

Graduated Summa Cum Laude, with 4.0 GPA from the Art Institute of Phoenix, with a focus on multimedia in 1999.

Chitchat Facts

Published photographer for both national and local publications.

No sense of smell. Zip. Zero. Nada.

Played professional foosball. Yes, there's professional foosball.

Allergic to bananas and mangos. Makes me all sorts of itchy.

Currently growing my hair for Locks of Love. I'm a hair philanthropist.

Addicted to 80s action movies. One man vs. the world.