

# Michael Sorenson

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## EXECUTIVE SUMMARY

Innovative IT Brand Marketing Expert with over 7 years experience in business development, brand marketing, sales strategy, eCommerce, eLearning, SEO analytics, and product development. Managed business development team for generating strategic partnerships to create all-in-one CRM Business Management, Lead Generation/Incubation and Marketing Solution for multiple industries. Strong contract proposal and negotiation background with \$1M+ deals in real estate, technology, mergers/acquisitions (M&A), franchise development, joint ventures, and general formation of strategic partnerships.

## EXPERIENCE

### **Chief Technology Officer, Sorenson Technology, LLC 2013-Present**

Business Strategy and Technology consulting firm providing strategic brand online presence. product merchandising, eCommerce Portals and Loyalty Rewards Programs for actors, artists, athletes, celebrities, and singers.

**Kathy Ireland & Kathy Ireland WorldWide** - Designed and developed eCommerce Integrations with Brand Retailers and Distributors, My KIWW - social media personal profile for Kathy Ireland product purchases, design, and inspiration; Developed interactive Style Guides for consumer and retailer use, Provided Social Media Posting Strategy and Campaign Strategy

*\*Macy's, Lowes, Stacy's Furniture, Elizabeth Taylor Brands*

**Tim Brown & Locker 81 Fundraising Solutions, LLC** - Designed and managed the Smart Giving, Smart Living Options, The Tim Brown Foundation, and Locker 81 eCommerce websites. Built marketing campaigns and developed lead generating focused landing pages for product lines, Developed loyalty and rewards program for Smart Giving Partners utilizing the Smart Giving Prepaid MasterCard Debit Card.

*\*Calvin Klein, Fellowship of Christian Athletes, HSN, MasterCard, National Football Foundation, National Council of Youth Sports, Oakland Raiders Football Team, QVC, Seattle Seahawks, The University of Notre Dame, Tommy Hilfiger, Transformation Enzymes*

### **Gary Catona, Vocal Coach To Usher, Katy Perry, Shakira, Steven Tyler... -**

Created eLearning Portal for Online Voice Coaching, Developed eCommerce Voice-Building Product Website and Managed Third Party Integrations, Published "A Revolution in Singing" eBook, Built Product Marketing and SEO/PPC Campaigns.

**Director, Business Development, Market Leader, Inc./Trulia, Inc. 2011-2014**

Business Development for enterprise partners in need of a all-in-one business management solution ranging from lead generation, lead incubation and follow up, CRM development and integration, to scorecard user performance analytics and roll-up reporting. Defined key digital strategy marketing campaigns including LinkedIn, Facebook, Twitter, Pay-Per-Click (PPC), SEO, Google Analytics, and Google Adsense.

*\*Bank of America, Better Homes and Gardens Real Estate, BlackBoard, Century 21 Real Estate, FedEx, Keller Williams, Prospect Mortgage, Reach Local, SalesForce, Sotheby's International Realty, SuperMedia/Dex Media.*

**VP Brokerage Relations, MyRealEstateTools.com 2011-2011**

Part of team that developed a one-stop-shop CRM Business Management and Online Marketing Engine for Real Estate Professionals and Loan Officers. Online Cloud-Based SaaS also allowed agent single property eCommerce Marketing Websites with domain purchase integration for home addresses. Managed market and sales strategy for nationwide brokerage launch of automated CRM, Lead and Marketing Engine for REALOGY Brands, Directed Brokerage Relationships with MyRedTools and Keller Williams Regional and Market Division, Managed Inside Sales and Marketing Team, Led efforts to drive revenue through Affiliate Portals and Lead Generation Landing Pages.

**Account Executive, Circle P. Real Estate, LLC 2010-2011**

Developed strategic marketing plans for commercial, land, farm and ranch, and multiunit properties in Texas, New Mexico and Colorado. Built single-property 100+ acre ranch websites for multiple \$10+M Real Estate Transactions

**Marketing Executive, Re/Max Masters - 2007-2010**

Created strategic print-based and web-based marketing campaigns for multiple top producing agents. Developed and maintained agent, team, and brokerage websites that included lead generation, eCommerce fan merchandise, home marketing, and paperless transactions.

**SKILLS**

- Lead Generation
- Marketing Strategy
- Customer Acquisition
- Online Marketing
- CRM
- Real Estate
- Product Development
- Contract Negotiation
- Business Development
- SaaS
- Leadership
- Strategic Partnerships
- Adobe Photoshop
- Microsoft Suite
- iWorks Suite
- Computer Skills
- iPhone/Android
- SEO
- HTML5
- Print Advertising
- Direct Mail
- Email Campaigns
- Social Media Strategy
- Online Writing
- eCommerce
- Wordpress
- Loyalty Programs