

Michael P. Wong
5711 Jackwood St
Houston, TX 77096
832-289-4428
www.mikepwong.com
MPW247@GMAIL.COM

Profile:

A serious digital marketing professional who has strong experience in various digital campaigns, web development, design, social media, emailers, Sharepoint, Salesforce, various content management systems (CMS), Customer Relation Management (CRM), Google Analytics, Google Adwords, UX/UI and branding.

Experience:

MORI ASSOCIATES (NASA), Houston, TX
JULY 2017 - CURRENT
SYSTEMS ENGINEER III (WEB - EXTERNAL RELATIONS)

- Manage all custom web/application, content management systems (Drupal, Wordpress, .NET, custom) and Sharepoint related sites from the ERO department.
- Help in designing and developing applications and soapbox mailers using Salesforce.
- In charge of managing the Nvite system and help other departments setup their emailers and workflows within that system.
- Currently developing a new student, mentor and coordinators portal for the student internship program.
- Developing metric tracking for all custom portals and sites developed from the ERO department.
- Developed microsites to promote Mission to Mars.
- Tasked to help develop a rebranding strategy for all internal communications related to ERO.

NATIONAL OILWELL VARCO, Houston, TX
Feb 2012 - JULY 2017
SENIOR DIGITAL MARKETING DEVELOPER

- Knowledge of design fundamentals, such as color theory, layout techniques, typography.
- Conducting user research for design, usability and persona development.
- Designed and developed for website/applications to enhance performance and usability.
- Produced websites and landing pages with knowledge to improve conversion.
- Knowledge of the website development process (discovery, design, developing, testing, production).
- Very familiar with responsive design website techniques using HTML5, CSS3, Javascript, etc.
- Able to test various aspects on the web (speed, UX, UI, browsers, devices).
- Worked in a CMS (Ektron) environment (designing, developing, editing, taxonomy, permissions, aliases and troubleshooting).
- Familiar with Team Foundation Server (TFS) and how to manage dev, staging and production workflows.
- Knowledge of doing .NET front-end development.
- Knowledge of SEO best practices and how to implement them on websites.
- Knowledge of web analytics and can implement and develop strategies from it.
- Understands the Adwords processes and strategies.strategists
- Understands social media and how it ties with websites and email campaigns.
- Working knowledge of SharePoint and how to make and edit pages within.
- Experienced with branding and how to implement it.
- Experienced in E-marketing and its processes.

KBR-RCCU-FSCU, Houston, TX
March 2010 - Feb 2012
MARKETING/WEB/GRAPHIC DESIGNER

- Developed and implemented new marketing strategies for promotional campaigns (pre and post production).
- Designed all web and print collateral for campaigns (Web Pages, Web Banners, Postcards, LCD's, Posters, Take-Ones, T-Shirts, direct mail, e-blast, flash, forms, wraps, newsletters, etc).
- Aided in the redevelopment of both public and intranet websites.
- Developed new ways of viral marketing to reach target audiences.
- Maintained both public websites and micro sites.

PUNJTAN ENERGY, A1OILANDGAS, TUBULAR KING, Houston, TX
June 2011 - August 2011
MARKETING/WEB DESIGNER (SIDE CONTRACT)

- Developed A1OILANDGAS Website.
- Developed Tubular King Website.
- Developed all forms for Punjtan, A1, and Tubular Companies.

FMC TECHNOLOGIES, Houston, TX
May 2009 - March 2010
WEB MIGRATION IMPLEMENTATION

- Migrated and developed web pages on the public website to the Sitecore 6 CMS system.
- Developed training presentation for the Sitecore CMS.
- Updated and troubleshot web pages for FMC businesses.
- Designed graphics and media for the public website and Sharepoint.
- Developed and revised pages for the brand center on Sharepoint.

PERRY HOMES (CORPORATE), Houston, TX
September 2008 - May 2009
ADVERTISING COORDINATOR

- Designed brochures, ads, flyers, invitations, promotions, inserts, media, web pages, web banners, and presentations for Perry Homes communities.
- Worked directly with the marketing coordinators to come up with new campaigns.
- Responsible for all graphic media within the company, both internally and externally.
- Implemented the new customer relationship management templates for future sales and internet specialists.

MICHAEL C. FINA (CORPORATE), New York, NY
October 2005 - September 2008
GRAPHIC DESIGNER

- Designed brochures, certificates, inserts, media, and presentations for company employee recognition programs such as: McDonalds, Ameriprise, J.P Morgan Chase, Shell, UPS, Morgan Stanley, Merrill Lynch, and Bank of America.
- Retouched images and documents pertaining to any employee recognition program at the corporate office.
- Created all presentations for potential clients.
- Handled all graphic aspects within the company.
- Troubleshoot all print, media, and applications related to the graphic department.

WPH, Houston, TX
July 2004 - August 2005
SPECIFICATIONS DESIGNER

- Produced design concepts, specifications, and maintenance layouts for high commercial, residential kitchen, and bathroom projects.
- Developed detailed specifications of product lines for architects, builders, sales representatives, and clients.
- Integrated and edited all company documents and images into the server and e-term system.
- Worked extensively with the commercial division setting up all presentations for job quotes.
- Worked on various design spec projects such as Stiffel Schwab, Houston Structural, Criteria Design, Ziegler Cooper (Redstone Country Club), GT Leach, and The Wynn.
- Worked with top vendors such as Kohler, Jason International, Bain Ultra, Baldwin, Dornbracht, American Standard, Schlage, Toto, and Rohl.

EDUCATION

University of Houston
 Communications - Media Production
 Some College

SKILLS/SKILL LEVEL/EXPERIENCE:

Salesforce/2yrs
 Google Analytics/Intermediate/6 yrs
 Google Adwords/Intermediate/6 yrs
 Spredfast/Intermediate/2 yrs
 Flash/Intermediate/4 yrs
 HTML5 and below/Intermediate/6 yrs
 Sharepoint/Intermediate/3 yrs
 CRM/Intermediate/5 yrs
 CMS/Intermediate/5 yrs
 Adobe Photoshop/Proficient/7 yrs
 Adobe Indesign/Proficient/6 yrs
 CSS/Intermediate/6 yrs
 JavaScript/Intermediate/3 yrs
 Adobe Illustrator/Proficient/6 yrs
 Final Cut Pro/Beginner/2 yrs
 Microsoft Office/Proficient/8 yrs
 Adobe Acrobat/Proficient/7 yrs
 QuarkXpress/Proficient/6 yrs
 ASP/intermediate/3 yrs
 PHP/intermediate/3 yrs
 jQuery/Intermediate/3 yrs
 Web Security/Intermediate/3 yrs
 SEO/Intermediate/5 yrs
 IIS/Intermediate/2 yrs
 Browser Compatibility/Intermediate/ 5 yrs
 Adobe Aftereffects/Beginner/2 yrs
 ASP.NET/Beginner/2 yrs
 SQL/Beginner/2 yrs
 Actionscript/Beginner/2 yrs
 App Development/Beginner/2 yrs
 Adobe Premier/Intermediate/2 yrs
 Facebook Marketing/Intermediate/3 yrs
 Twitter Marketing/Intermediate/3 yrs
 LinkedIn Marketing/Intermediate/3 yrs

WEBSITES:

www.simplyconfetti.com
www.nov.com/lessdowntime
www.nov.com/ww
<http://www.nov.com/fpsbrazil/>
www.nov.com
<http://www.nov.com/bowen/default.aspx>
<http://www.nov.com/exxon/>
<http://www.nov.com/evc/>
<http://www.nov.com/waterwolf/>
<http://www.nov.com/otc/2015/>
<http://5thandsole.com/>
www.fscu.com
www.movemyautoloan.com

www.movemycard.com
www.a1oilandgas.com
www.tubularking.com
www.pinkjewels.org