

Michael Ingalls

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PROFILE

Passionate and highly-dedicated self-starter with hands-on and management experience of online technology, marketing, and advertising operations.

CORE QUALIFICATIONS

- ❖ Web Development & Graphic Design
- ❖ Online Marketing & Advertising Operations
- ❖ Email Marketing & Newsletters
- ❖ Web Project Management
- ❖ Content Management Systems
- ❖ Ecommerce Software & Management
- ❖ Content Creation; Photography & Journalism
- ❖ Custom Software Design, Planning & Implementation
- ❖ Site Network Management & Support

ACCOMPLISHMENTS

- ❖ Created online collegiate sports web site in 1996. Became one of the nation's first fully-credentialed (media) independent collegiate sports sites in 1998. Grew viewership to well over 120,000 unique visitors and 11 million page views per month, while attracting over 3,000 paying subscribers.
- ❖ Primary support for network of more than 30 collegiate sports sites, averaging 100 million page views and 2 million unique visitors monthly.
- ❖ Built relationships with and solely managed several key third party ad networks and real time bidding platforms, improving online advertising revenue by 500% in one year.

EXPERIENCE

Self-Employed, Freelance

Charlottesville, VA

Online Media Consultant

2014 – Present

- ❖ Advertising Operations support for SportsWar, LLC.
- ❖ Web & Graphics support for SportsWar, LLC.
- ❖ Photography for TheSabre.com, Daily Progress & Collegiate Programs.
- ❖ Content creation/sports writing for TheSabre.com.
 - Tools: Adobe (Photoshop, Acrobat Pro), WordPress, Microsoft (Outlook & Exchange Mail Server), FTP software (Firezilla), Web Browsers (Internet Explorer, Google Chrome, Mozilla Firefox, Apple Safari).

SportsWar, LLC

Charlottesville, VA

Director of Advertising Operations, Design & Technology

2004 – 2014

❖ **Advertising Operations**

Campaign insertion, management and reporting for 30 collegiate sports web sites. Worked directly with ad sales team, clients and agencies to develop and implement attractive and effective ad campaigns. Duties include ad creative development, copy, graphic design, landing page set up, and overall marketing strategies for individual sites and across the network.

Worked directly with Google management and programming teams as technical advisor during beta stages of software development (Ad Manager & Ad Exchange).

Implementation and management of several third party ad networks and optimization companies to deliver additional advertising revenue and backfill.

- Tools: Adobe (Photoshop, Acrobat), Microsoft Suite (Word, Excel, PowerPoint, Outlook), Google (Ad Manager, DFP, Ad Exchange, AdSense, Analytics), Real Media (Open AdStream, Insight XE).
- Top Clients: Lowes, Carmax, Crutchfield Corp, Jiffy Lube, Kroger, Advance Auto.

❖ **Design & Technology**

Worked directly with 30-site network for web design, graphics support, and ad tagging implementation. Web; HTML, CSS, Javascript. Image; EPS, TIF, JPG, PSD, PNG, GIF.

Key point of contact for outside support; custom software programming and implementation, back end web development, server set up and administration.

Handled domain name registration and services, email support for central office, payment processing implementation and management.

- Tools: Adobe (Photoshop, Dreamweaver, Acrobat Pro, Illustrator), WordPress, Microsoft (Outlook & Exchange Mail Server), FTP software (FTP Edit, Cute FTP, Firezilla), PayPal (PayFlowPro), Web Browsers (Internet Explorer, Google Chrome, Mozilla Firefox, Apple Safari).

TheSabre.com

Charlottesville, VA

Founder, President & Editor in Chief

1998-2014

Began site in 1996 as a hobby and way of becoming proficient in HTML. Transitioned to a business in 1998. Within three years, the site became respected as a legitimate media outlet and grew to attract the largest viewership of all other media (newspaper, television, etc.) covering University of Virginia athletics. Formed synergistic partnerships with local radio and TV.

Responsible for all phases of internet start up; graphic and web design, photography, writing, editing, content ideas and creation, recruiting analysis, hiring and training of full time and freelance writing staff, customer service, message board forum moderation, site marketing, email marketing, sponsorship support, and advertising implementation.

As a design architect, created wireframes and functional mockups and collaborated with programming teams to produce custom web applications; message board forums, ecommerce suites, email marketing newsletter, and subscription-based programming.

- Tools: Adobe Photoshop, Dreamweaver (and other HTML editors), WordPress

Blueridge Internet Technologies & Services

Charlottesville, VA

Project Manager & Web Designer

1997-1998

Worked with business clients to establish a web presence. Coordinated with programming team to facilitate ecommerce and database driven technologies. Primarily responsible for web design, wireframing, logo design, and editing of existing web sites.

Worked off-site within the State Farm Eastern Regional office to assist in development of its intranet site. Communicated with all department leads to establish effective and elegant site solutions.

- Tools: Adobe Photoshop, Various FTP and HTML Editors.
- Top Clients: State Farm, Real Estate III, Charlottesville-Albemarle Airport

MILITARY SERVICE

United States Air Force, Air National Guard

1992-1996

Security Police, Security Forces

Served as security police for both the DC Air National Guard and Virginia Air National Guard. Temporary assignments to Nellis AFB and Indian Springs AS in NV, Afyon AB in Turkey, Ramstein AB in Germany. Maintained secret clearance. Responsible for protecting essential personnel and assets.

United States Air Force, Active Duty

1984-1990

Security Police, Security Specialist

Served as security police at Carswell AFB in Texas, Florennes AB in Belgium, and McConnell AFB in Kansas. Temporary assignments to Indian Springs AS in NV, Lackland AFB in Texas, and Davis-Monthan AFB in Arizona. Maintained secret clearance.

Responsible for protecting essential personnel and assets. Promoted to special duty offices to manage armory operations (Kansas) and security police vehicle operations (Belgium). Maintained a fleet of over 70 vehicles, and was primary vehicle instructor for all security and law enforcement forces.

EDUCATION

Piedmont Virginia Community College

Charlottesville, VA

Associates in Applied Science, Police Science

1996

- ❖ Graduated Magna Cum Laude
- ❖ Chapter President of Phi Theta Kappa International Honor Society