

J. Michael Roach

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SUMMARY

- Award-winning agency leader with a history of strong growth
- Proven creative management and emerging media marketing expertise
- Results-oriented corporate branding expertise with a history of strong client growth
- Skilled web 2.0 application architect with emerging media business savvy

EXPERIENCE

3/99 - Present

IDP Group | Columbia, MO

a virtual marketing + communications agency

President + Creative Director

Founded area's first and most successful interactive advertising agency, serving more than 200 clients over nine years. Supervised conversion from manual traffic to automated agency management system allowing creative staff of only five to serve more than 50 clients across more than 300 open jobs at any given time.

Expanded focus from interactive marketing to corporate branding. Using goal-oriented creative management and brainstorming, developed agency staff and capabilities to win more MMAF creative awards than any other firm. Restructured operations to "virtual agency" boosting profits, productivity and response time.

- consult with clients and staff on the development of corporate brands
- direct a flexible staff of up to 15 employees and numerous freelancers
- lead efforts in business development and creative strategy
- achieve an average of 50% growth in AGI per year over eight years
- engineer innovative architecture of web development projects
- serve as the lead developer on key web development projects

Key Projects

- Socket *corporate identity, print, radio, television, collateral, web*
- Boone County Millwork *brand strategy, print / radio, collateral, web*
- Purple Tree Technologies *corporate identity, print, collateral, web*
- Dungarees *direct mail, web marketing, e-Commerce web application*
- KMIZ *community portal web application*
- HRI *brand strategy, print, collateral, web*
- Kliethermes *corporate identity, brand strategy, print/radio, direct mail, web*
- REO Investor Network *web application design and development*
- Voyager Marine *web application design and development*
- Rent Right *branding / social networking / web application development*
- SuccessLink *social networking / web application development*

8/97 – 2/99

LANIT Consulting | Columbia, MO
a computer networking consulting firm

Senior Web Developer

Launched the web development arm of this successful firm pioneering the way for greater profitability in the web application development space. Gained regional notoriety for the firm in the area of software and web application development and laid the groundwork for several long-term ad agency partnerships still in place today.

- design and development of client websites
- serve as the lead developer on substantial web development projects
- consult with client and staff on the development of websites
- develop new technology solutions and train staff
- consult with owner on the development of branding and advertising
- serve as the firm's marketing coordinator

Key Projects

- Columbia College *online application and campus location database*
- KMIZ *community portal web application*

2/97 – 7/97

Creative Internet Presence | Columbia, MO
an internet marketing and web development consultancy

Executive Vice-President

Served as founding partner of the area's first web development firm, producing ground-breaking websites for some of Missouri's most progressive companies

- hire and supervise design and development freelancers
- design the architecture of web development projects
- serve as the lead developer on substantial web development projects
- consult with client and staff on the development of websites

Key Projects

- A.P. Green *website development*
- KMIZ *community portal web application*
- ColumbiaMO.com (founder) *community portal web application*

3/96 – 2/97

Quarterdeck Corporation | Marina del Rey, CA
a retail software development company

Webmaster

Awarded the position of Webmaster after Quarterdeck consolidated five webmaster positions (as a result of aggressive acquisitions) into one. Developed comprehensive content management tools to reduce costs, increase efficiency and facilitate company-wide participation in web content.

- design, development and maintenance of nine corporate websites
- successfully transferred Internet development positions from IT to marketing, a unique strategy at the time

4/94 – 3/96

DATASTORM Technologies | Columbia, MO

producers of PROCOMM Plus

- top-selling terminal emulation software
- sold to Quarterdeck Corporation

Webmaster

- design, development and maintenance of DATASTORM website
- graphic design, copywriting and programming
- build the first online searchable technical support database

Staff Developer

- design and development of classroom instruction and courses
- evaluation of technical recruits
- training and development of new technical support staff
- training and education of non-technical sales and customer service staff
- research and develop course on Internet marketing and technology
- deliver presentations and training to entire North American and UK offices
- develop the first company website

Technical Support Specialist

- answer customer phone calls regarding technical issues
- maintain call logs and question / answer database
- write scripts and develop customer solutions as needed
- document software bugs and glitches and report to R&D

Sales Research Specialist

- place mystery shopper phone calls to software retailers
- inquire about terminal emulation software
- track answers and results including follow-ups
- identify geographic regions or key retailers in need of support
- report results and recommendations to Director of NA Sales

EDUCATION

1989 – 1993

Culver-Stockton College

a four-year liberal arts college

Key Leadership Roles

- Historian – TKE social fraternity
- Director – Chamber Choir
- Composer – original score for black box production of Oedipus Rex
- Percussion Section Leader – Symphonic Band
- Bass/Baritone Section Leader – Concert Choir

SKILLS

Software Proficiencies

- Adobe Creative Suite
 - InDesign
 - Illustrator
 - Photoshop
 - Acrobat
- Macromedia Studio MX
 - Dreamweaver
 - Flash
- Microsoft Office
 - Word
 - Excel
 - PowerPoint
 - Access
 - Outlook
- Microsoft Windows^{XP} server
 - Exchange Server (routine maintenance)
 - IIS (Internet Information Server) management
- WebCEO (search engine optimization/web marketing)
- Google Analytics (web traffic reporting and analysis)
- Scripting and Coding
 - HTML/XHTML
 - ASP / MSAccess
 - PHP / MySQL
 - JavaScript

COMMUNITY

Columbia Chamber of Commerce

- Chair, Small Business Committee
- Member, Website Subcommittee

University of Missouri Museum of Art & Archeology

- Member | Board of Directors

Missouri Theatre Center for the Arts

- Member | Board of Directors

University of Missouri Cornell College of Business

- Guest lecturer

Columbia Business Times

- Guest columnist

Mid-Missouri Business Journal

- Guest columnist

Columbia Area United Way

- Member | Marketing Committee

Mid-Missouri Advertising Federation

- President-Elect
- Vice-President
- Secretary
- Chair | Publicity Committee

Rotary International

AWARDS

2007	MMAF ADDY Awards <ul style="list-style-type: none">Provided upon request (winners not yet publicly announced)	
2006	MMAF ADDY Awards <ul style="list-style-type: none">ExperienceBlackRiver.comHRI trade pub ad campaignSophia's Restaurant websiteBoone County Millwork print campaignTrue/False Film Festival PosterAddison's Restaurant website MarCom Awards <ul style="list-style-type: none">True/False Film Festival PosterColumbia Chamber of Commerce website	Best of Interactive Gold ADDY Gold ADDY Silver ADDY Gold ADDY Silver ADDY Silver ADDY Silver ADDY Gold Award Honorable Mention
2005	MMAF ADDY Awards <ul style="list-style-type: none">Tonic restaurant menuColumbia Chamber of Commerce websiteCascades Neighborhood websiteShakespeare's Pizza print campaign	Gold ADDY Gold ADDY Silver ADDY Silver ADDY
2004	MMAF ADDY Awards <ul style="list-style-type: none">BCM Interactive Siding ChooserORG direct mail campaignAwareness Management print campaignORG magazine adBenjamin Moore color samples print adThe Adored website	Best of Interactive Gold ADDY Gold ADDY Silver ADDY Silver ADDY Silver ADDY Silver ADDY
2003	MMAF ADDY Awards <ul style="list-style-type: none">Boone County Millwork websiteKliethermes print campaignThe Adored websitePRO Rehab website Silver Microphone Awards <ul style="list-style-type: none">IDP Group radio campaign 40 Under 40 in Columbia	Best of Interactive Gold ADDY Silver ADDY Silver ADDY Silver ADDY National Finalist
2002	MMAF ADDY Awards <ul style="list-style-type: none">Kliethermes websiteJack's Gourmet Restaurant website	Silver ADDY Silver ADDY

- 2001
- MMAF ADDY Awards**
- Missouri Public Utility Alliance website Citation of Excellence
 - University Chrysler website Citation of Excellence
 - NewTown Neighborhood website Citation of Excellence

- 2000
- Microsoft FrontPage Showcase**
- IDP Group showcased in international FrontPage newsletter published by Microsoft Corporation

PERSONAL

Music Ministry

- Guitarist, Drummer, Bassist | Woodcrest – Columbia, MO
- Drummer | Morningstar Church – O’Fallon, MO

Radio Talk Show Host

- Internet Hour | KOPN 89.5 FM

Author

- Ten Minute Guide to Internet Explorer
- Ten Minute Guide to Internet Assistant for Word
- Using Microsoft Access

Technical Editor

- Using Netscape

Family

- Wife of 10 years
- Three children ages 16, 11 and 5

REFERENCES

- available upon request

PORTFOLIO

- available online: www.jmichaelroach.com
- additional samples and case studies available upon request