



ERIC MELIN

BDR / SALES PROFESSIONAL



Cambridge, MA

ericmelin@gmail.com

617-500-3458

www.ericmelin.com
@ericmelin

Executive Summary:

Seasoned Sales & Marketing Executive with over 15 years of organizational leadership, P&L Management, SEO/SEM expertise, online/ e-commerce expertise across dozens of industry verticals. Internet Expert seeking fast-paced, challenging employment at an industry leading hyper-growth firm. Expect to combine finance & entrepreneurial skills with technical expertise, to enable continued success. Fully mobile and able to manage large distributed teams. Available Immediately to travel up to 50 % and/or relocate with preference for Boston, SF, NYC, and DC respectively. Extensive full-time Software Sales & Business Development roles.

Sales Quota Obsessed, results-driven & award - winning Business Development Professional with experience leading corporate marketing for multimillion-dollar companies across diverse industries. Recent titles: VP, Marketing & VP, Business Development in enterprise technology.

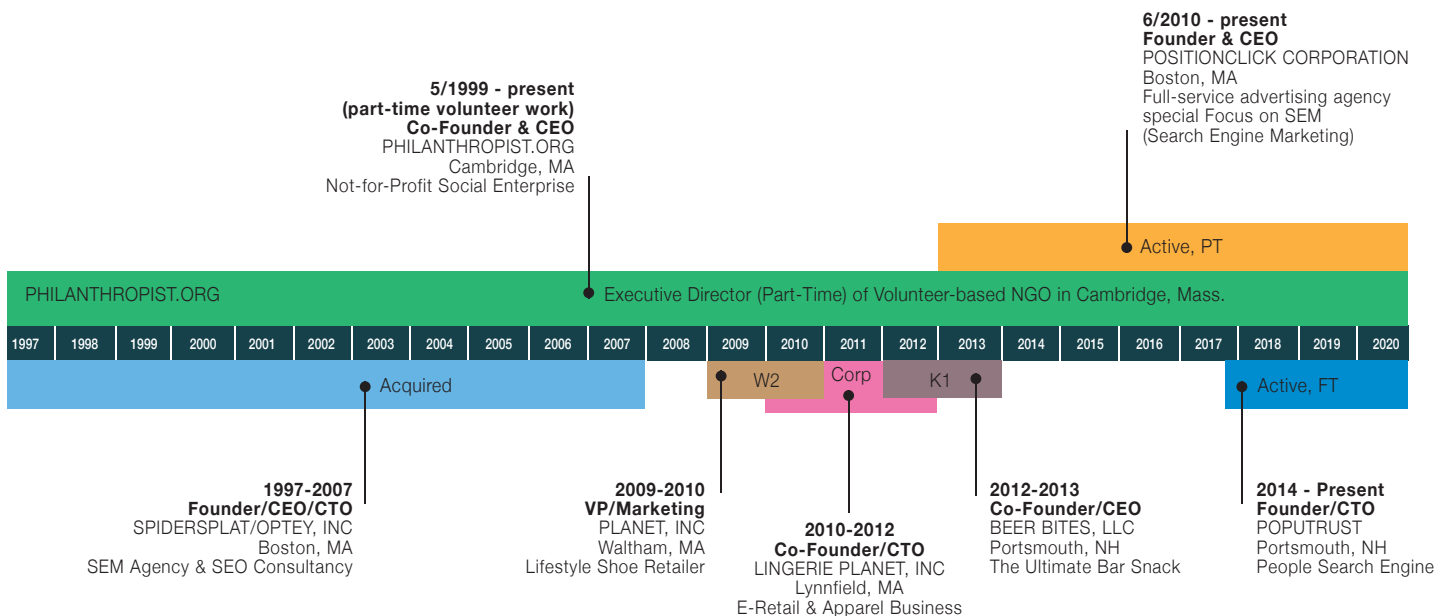
Refined interpersonal skills and a respected leader of creative teams, marketing teams, technology divisions and corporate communications departments. Conceptualize and orchestrate marketing campaigns that effectively reinforce and build brand images.

Owner or Co-Founder in numerous successful startup businesses generating dozens of jobs and millions in revenue. Currently volunteering with philanthropist.org - a SaaS-based social enterprise (Founder & CEO). Recent experience with a SaaS (Software as a Service) business with 200,000 daily website visitors. Developed & implemented numerous monetization strategies.

Serial Entrepreneur passionate about Entrepreneurship, Early-stage Innovation & Venture Capital: Judge, Advisor, or Mentor in multiple World Leading Business Plan Competitions, including: ITEC 50\$K at Boston University, Judge for Business Plan Competition sponsored by Google & Kauffman Foundation, Judge for Business Plan Competition sponsored by William James Foundation, Judge for Business Plan Competition: MassChallenge World's 1# Startup Accelerator, Judge for Business Plan Competition: The Social Equity Venture Fund. Harvard Business School (Recruiting Partner) - Job Fair Employer/ Participant. Operate a startup incubator/ accelerator called "The Market Accelerator"

Professional, reliable, trustworthy, hard-working, highly autonomous and ambitious. Expert in the technical, conceptual and content development of sales-driving collateral. Proven ability to drive record-high sales & marketing KPIs campaign response-rates and ROI.

Professional Experience



Education



Newburyport High School - (National Honor Society)
newburyport.k12.ma.us
Newburyport, MA



Boston College
www.bc.edu
- Chestnut Hill, MA



Boston University
www.bu.edu
- School of Management (Finance & Entrepreneurship)
Boston, MA

Cato University
www.cato.org
- Bastian Scholarship for Study of Liberty (Non-Degree)
Washington, DC

Harvard University
www.harvard.edu
- Adult Continuing Ed & Extension Classes (Non-Degree)
Cambridge, MA

MIT
www.mit.edu
- Adult Continuing Education Classes & Lectures (Non-Degree)
Cambridge, MA

Associations



Skills

CRM, Sales & Sales Automation Software:

SalesForce.com, SugarCRM, other CRMs
Marketing Automation (Marketa/ Pardot)
Marketing Strategies & Campaigns
Sales & Go-To-Marketing Strategies
P/L, ROI & Budgetary Planning



Graphic Design:

ImageStyler, PhotoShop, Acrobat, After Effects, Premiere, Illustrator, DreamWeaver, Flash, Director, Dynamic Gil Generator, Authorware, Freehand, Fireworks, Homesite, Cold Fusion Studio & Cold Fusion Server 4.0. Quark 4.0, QuarkXPress, ImageReady, Paint Shop Pro, Corel Draw 9, Bryce 3d 3, 4.0D Studio Max, Liquid Motion, Design CAD 3d, AutoCAD r1 4, AutoCAD 2000.

CMS:

Drupal, Wordpress, CVS, CVN, Social Media, Google Docs, Google Analytics.

SEO/SEM/E-Commerce:

Visual Route 2.0, Hot Dog Pro, PC Anywhere 9, Java Developer, Java Buttons, MS Explorer, Chrome, Open Cube, Extractor Pro, TELNET, Virtual Server Administrator, Web Position Gold, Net Submitter, PostOffice, Wolf Pack, DynIP, Perseus Survey Solutions.

Programming Languages:

PHP5, MySQL, HTML, DHTML, C++, JAVA, ASP.NET, JAVA Applets, JAVA Beans, Java Script, Visual Basic 6.0, Visual C++ 6.0, JavaScript, COBOL, ActiveX, VXML, XML, FLASH, ASP, CGI Scripting, LAMP Stack, FTP/SSH, Git/SVN, HTML5, CSS, jQuery, Magento, RackSpace, HostGator, etc.



Business/ Finance:

Blooming Terminal, MetaStock, Personal Stock Monitor Gold, Quickbooks, Freshbooks, Money, Business Plan Pro, Smart Business Plan, Socrates Fox Pro Database.



Platforms & Ecosystems:

MS Windows 95/3.1 /NT 8/7 /2000/98, UNIX (Solaris 2.x, Linux, AIX), MS-DOS, Sun Solaris, Netware, Macintosh.



Microsoft:

MS Office 2013/2007 2003/2000/97 (Word, Excel, Access, PowerPoint, Outlook), MS Draw, MS Project, FrontPage, MS Visual Studio 6.0 (Visual Basic, Visual C++, Visual InterDev, Visual SourceSafe, Visual J++), Microsoft Dynamics, EMC Documentum, Visual SourceSafe.

Miscellaneous:

Novell Netware, Lotus Smart Suite and Notes, WinFax, Enterprise Java APIs such as JDBC (server side java support) also Java Servlets, Javasoft's Java Development Kit (JDK), Sybase SQL Anywhere, EMACS, VI, PICO, Explore FTP Browser, OpenLook, Motif, Notepad, OpenWindows, Xwindows. Crystal Reports, EMC Documentum, SalesForce.com, SugarCRM, Search Optimization, Objected Oriented Software Engineering (OOSE). COBOL, IBM's Network Computing Framework (NCF), E-commerce Security (Cryptography & Encryption), Object Oriented Analysis and Design (OOD), Unified Modeling Language (UML), TCP/IP Addressing and Cisco Routers (IP#'s and DNS), IBM DB2 Universal Database, IS Systems and Design Methods including CASE methodology, DFD's, Neural Networks, Enterprise Resource Planning (ERP).

Early Career

(Trained as
Management Consultant,
Financial Professional

XINTRA Institute of Technology (Instructor) Certified Webmaster of Science (CWS®) degree program. Baby Toytown, Inc. (Director of Marketing). The Corporate Awareness Group, Inc. (Founder/President /Lead Entrepreneur in a Socially Responsible Investing Venture). CBSI (Complete Business Solutions, Inc., now owned by Covansys) (MIS/IT Consultant) Victoria Secret (Ecommerce Consultant). BuildingWorks, Inc. (Consultant) Computer Careers Center (Consultant). HubNet Communications, Ltd. (Web Traffic Coordinator). EquityWeb, Inc. (Equity Research Consultant). PaineWebber, Inc. (Research Assistant for Investment Advisor). Highfields Capital (Administrative Assistant) SG Cowen as (Assistant to Trader at a Hedge Fund). Day-trader and avid follower of financial markets and experienced in equity research and technical stock analysis. Business school reasearch included derivatives, swaps, bond valuations, securities valuation, market regulation and trading practices; market efficiency; and portfolio management. Credits earned towards Certified Financial Planner (CFP® Certification).

Recent Awards, Press Coverage, Speaking, and Honors

Active with dozens of networking groups with numerous speaking and panel events. Quoted on SEO & New Media topics in the Wall Street Journal, WSJ Startup Journal, Boston Globe, Boston Business Journal, Mass High tech, and other print publications. MIT \$ 100 K, Finalist (Business Plan Competition). Serve on numerous Advisory Boards – typically SaaS ventures and non-profits. Represent my firm as a Recruiting Partner at various career fairs including MIT, Babson College, Boston University, Harvard School of Education, and Harvard Business School.

Personal

Full American Citizenship, current & valid US Passport. Current & valid US Driver's License, Motorcycle & Boating Licenses. 37 years old. International travel experience to over 20 countries. No Current US Security Clearances, but willing to certify at personal expense. Personal website (www.ericmelin.com) has additional info. LinkedIn (www.linkedin.com/in/ericmelin) has 40 + Recs. Available for Relocation with preference for Boston, Portsmouth, London, Paris, NYC, ME, DC, SF, Dallas, and internationally. Travel up to 100 %. Homeowner 2x with 15 years of activity in the Cambridge high-tech VC ecosystems, MIT, HBS, BU, etc.

Hobbies

Adventure travel (20 + countries), non-profits, public policy, philosophy, art, film, boating, skiing, hockey, internet technology, social entrepreneurship, impact investing, venture capital, philanthropy, jogging, cooking, kite-surfing, squash, tennis, outdoor sports, and watching the Boston Red Sox & Boston Bruins dominate your favorite team.

Philanthropy

Volunteer at various Non-Profits (beyond my philanthropist.org venture) including Big Brothers Big Sisters of MA (8 years as a "big"), PetChance.org (Advisory Board Member) and First Lutheran Church of Boston (Voting Member).