

Michael Scott Rizzo

Consulting – Marketing – Design

Summary

I excel in effective branding, marketing and management solutions for businesses. Put my years of experience leveraging digital and conventional media to work for your company. Specializing in website design, Amazon, Ebay, print media and commercial signage. Whether you need search engine optimization, social media management or a review of your marketing efforts call me for fresh ideas that get results.

Competencies

- Website Design & Re-Design
- Word-press & CMS Installation
- Open Source Shopping Carts
- Web Payment Systems

- Photo-shop & Dream Weaver
- Commercial Sign Design
- Logo Creation & Branding
- Print Media Design

- Website Usability Studies
- eBay & Amazon Store Setup
- Google Adwords & Bing Ads
- SEO, SEM And Email Marketing

- Website Hosting Management
- MySQL Databases
- Website Server Migration
- Amazon S3 Cloud Backup

- Social Media Management
- Strategic Marketing
- Facebook, Google Plus Pages
- Social Branding Design

- SEO Sales Copy
- Keyword Research
- Competition Analysis
- Piggy Back Marketing



Experience

Global E-Commerce

Channel Sales of Health, Wellness, Beauty and Electronics

JAM Ecommerce, 2010 – Present

Digital Marketing

Marketing, design and sales of websites, print media and commercial signage.

Short Circuit Studios, 1999 – Present

Brick & Mortar Music Store

Retail & School Musical Instrument Sales, Repair and Rentals, Musical Arts School

Jam Shack Music, 2005 – 2012

Tile & Marble Artisan

Sales, Installation and Repair of Commercial Residential, Ceramic, Marble & Granite

Genesis Tile & Marble 1993 – 1999

Brick & Mortar Tanning Salon

10 Bed Tanning Salon, Retail Merchandise And Membership Sales

Tantastic - 1991 – 1994

General Contractor

Residential & Commercial Construction Management, Sales and installations

1988 – 2006

Education

Certified Internet Webmaster

Pro Soft – New Horizons

2001 Rochester NY

Visual & Industrial Arts

GCSD Greece Arcadia

1982 Greece NY