

# MIKE PARADISO

[mp.paradiso@gmail.com](mailto:mp.paradiso@gmail.com) | [mikeparadiso.com](http://mikeparadiso.com) | [linkedin.com/in/mikeparadiso](https://www.linkedin.com/in/mikeparadiso)  
708.347.7470

Digital management professional with 13+ years' experience project managing, building and designing large scale web projects. Most recently, project managed the transition of a 3500+ page site to a new CMS with a responsive platform to make Choose Chicago's website mobile friendly. Dedicated leader with a focus on team building and staff education. Expertise in HTML, CSS, email marketing, Google Analytics, and Adobe Creative Suite.

## Specialties

Team Building, Leadership, Management, HTML, CSS, Email Marketing, Google Analytics, Project Management, Social Media, Adobe Creative Suite

## PROFESSIONAL EXPERIENCE

**Choose Chicago** | Digital Services Manager and Developer | July 2012 - October 2017

- **Digital Marketing, Analysis and Strategy.** Manage and analyze Google Analytics information to drive further understanding of web behaviors and suggest changes to website based on data. Strategize with OTA (Expedia) to develop and implement re-marketing campaigns to past guest and web visitors
- **Web Design/Development.** Collaborate with our internal Marketing team and FCB to launch multimedia components, graphics and page designs for choosechicago.com
- **UI/UX.** Manage relationship with CMS/CRM provider (SimpleView Inc.) to improve appearance and user experience of choosechicago.com. Utilize current web methodologies including HTML5, CSS and JavaScript to enhance user experience of choosechicago.com. Responsible for overall quality assurance of web functionality and advertising integration
- **Leadership.** Managed and lead our content, development and design teams with the transition to a full responsive site of the 3,500+ page choosechicago.com. Led a team of 5 social media managers during the 2015 and 2016 NFL Draft using Spredfast as our social listening and responding application
- **Email Marketing.** Implemented utilized various company-wide email automation software platforms (Distribution, ExactTarget, and SubscriberMail) to send over 250,000 emails per year. Develop and create HTML branded emails for the organization and partner.

**United Center** | Technical Services Specialist | October 2006 - Present

- **Leadership/Analysis.** Lead analyst for Stats Inc. NBA SportsVU player tracking system for the Chicago Bulls. Part of Bulls and Blackhawks day of game staff to assist media and technical services team with A/V troubleshooting, setups and teardowns

**Insurance Auto Auctions** | Front-End Web Designer/Developer | November 2011 - July 2012

- **UX.** Instrumental in creating the first UX test for IAA, creating wireframes for the development team to prototype a working model to test users. Conducted interviews of users to test how well tasks were written to determine if they were suitable for use on the website. Used online tools to collect data for user tests that tracked what they clicked and how successful they were in completing various tasks
- **Web Design/Development.** Develop and design new enhancements for ASP.net framework using CSS3 and HTML in an agile development environment, for Auction Center, the premier online auction platform for live online auto auctions

**Chicago Tribune** | Interactive Web Producer | October 2007 - November 2011

- **Digital Strategy.** Launched TribuneMediaGroup.com in 3 months while continually interfacing with development team to review wireframes, UX design as well as final design comps to completion. In the short time since this website launched it brought in over \$200,000 in incremental revenue.
- **UI.** Designed the overall presentation/look of the Tribune Tower interactive screen, working both with colleagues from advertising as well as coordinating with an outside vendor on implementation. The screen was sold several times, generating approximately \$10,000 in incremental revenue for the company
- **Social Media Design/Development.** Designed impactful Facebook FBML Welcome pages for ChicagoNow, Chicago Tribune, Printers Row Lit Fest, TribNation, and ChicagoPOINTS, among others, driving significant

increases in fan count and cross-traffic to Tribune websites

- **Web Design/ Development.** Designed, built and deployed the microsite for the Navy Pier Passport promotion, one of the first true revenue-generating creative projects for our team which yielded an additional \$5,000 in incremental revenue
- **Retention Management.** Managed new online subscription offers and premium web content for existing subscribers
- **Email Marketing.** Performed email marketing for various advertising clients and internal initiatives

**Creative Powers** | Social Media Director | June 2011 - August 2011

- **Social Media Strategy.** Directed the social media presence for various Creative Powers clients, most notably Zigman Sales, an optical product/service company including Facebook pages and LinkedIn profiles

**LiquidThread** | Facebook Consultant | July 2011 - July 2011

- **Social Media Strategy.** Audited Facebook pages for Beam Brands to ensure functionality of apps. Recommended changes that could be made and best practices that could be utilized to enhance pages and increase "likes."

**GDMI.net** | Web Designer/Developer | June 2007 - September 2007

- **Web Design/Development.** Responsible for development, design, and management of four client websites and over 25 landing pages. Maintained and managed company blog, including monitoring content posted by users. Acted as liaison between client and project managers to ensure development process ran smoothly
- **Leadership.** Trained, directed, and managed interns who developed new white papers for gdm.net to be used for lead generation

**Feld Entertainment** | Internet Content Manager | November 2004 - June 2007

- **Web Management.** Responsible for development, design and management of three highly trafficked websites: SupercrossOnline.com, Arenacross.com, and FreestyleMotocrossOnline.com
- **Digital Marketing.** Created and implemented all web advertising on motorsports websites including affiliate web advertising for the Dew Action Sports Tour, a joint venture between Live Nation and NBC/Universal. Collaborated with major sponsors such as Amp'd Mobile, CBS Sports, SPEED TV, Honda, Toyota, Circuit City, and Progressive Direct to ensure proper usage of their web advertising standards. Managed and implemented all video on Supercross TV multimedia video player at SupercrossOnline.com. Produced Supercross LIVE! audio webcast at Amp'd Mobile Supercross Series (now Monster Energy Supercross Series) events with an average of 40,000 listeners every week. Developed monthly fan club e-newsletter with a readership of over 81,000 people. Worked with Circuit City to create Navigate to the Front, a microsite sweepstakes through SupercrossOnline.com which generated 32,231 new subscribers to weekly newsletter database
- **Analytics.** Utilized DoubleClick Dart For Publishers and DART tags to traffic and generate statistics for web advertising. Employed web analytics software to report monthly web statistics for all property websites
- **Leadership.** Trained, directed, and managed of 4 interns in the areas of creating web advertisements and new page templates for SupercrossOnline.com, FreestyleMotocrossOnline.com, and Arenacross.com

**Best Seats Tickets** | Web Designer | September 2004 - November 2004

- **Web Design/Development.** Design / develop new company web presence and sell tickets to sporting, theatre, and concert events