



MICHAEL MUSGROVE

Louisville, KY USA

(502) 264-2353

m@wdp.io

[linkedin.com/in/wdpop](https://www.linkedin.com/in/wdpop)

[mmusgrove.com](https://www.mmusgrove.com)

MARKETING STRATEGIST, WEB DEVELOPER, DESIGNER AND DIGITAL MARKETER. AND MUCH MORE.

EDUCATION

UNIVERSITY OF ALABAMA
2008 - 2010

MBA

Marketing Strategy Concentration, Supply Chain & Logistics minor

- Lewis W. Manderson Award
- Summa Cum Laude
- Global Society of MBAs
- Letter of Recognition in the Cultural Arts

THE UNIVERSITY OF SOUTH CAROLINA
1989 - 1993

BA

English major, Business Administration minor

- Kappa Alpha Order
- Varsity men's lacrosse
- Beaux Arts

PROFESSIONAL EXPERIENCE

WEB DESIGN POP, LTD.
CO.
2012 - PRESENT

Owner

Marketing strategies to increase revenue and decrease costs; web design; front-end web development; digital marketing; SEO; SEM; social media strategies; business development; marketing management and operational optimization consulting. WordPress and open-source-centric.

UNIVERSITY OF INDIANA SOUTHEAST
2011 - 2016

Marketing Management Professor

Adjunct marketing management professor for ~35 students. 300 level courses I developed for the business school and taught at the Dean's pleasure.

MBMUSGROVE, INC.
DBA JERSEY MIKE'S
SUBS
2005 - 2008

Principal/Founder

Holding company for 2 unit restaurant franchise in Hilton Head Island, SC area. Built from ground up, managed and profitably sold.

PR NEWSWIRE /
UNITED BUSINESS
MEDIA
2000 - 2005

Managing Editor

Managed Atlanta editorial bureau for global financial newswire. Supervised 8 member editorial team, developed editorial budget, reviewed and edited 10,000+ financial news releases for targeted global release per year with fastest turnaround and lowest error rate across 13 US bureaus. Assisted member clients with marketing and distribution decisions.

ROYAL/SUN
ALLIANCE
1996 - 2001

Sr. Claims Representative

Handled bodily injury, property damage and homeowner's claims across the southeast to settlement. Negotiated with plaintiff's attorneys and claimants for successful settlements regularly. Managed large reserves in accordance with SC reinsurance regulations.

SUMMARY

Visionary marketer bringing over 20 years of experience in establishing operational optimization across diverse industries in both national and international operations. Recognized for talents in strategy development and providing corporate vision. Converts strategic plans into tactical reality through guiding companies in decreasing costs and increasing revenue. Creates implementable options for clients to achieve and surpass stakeholder goals.

- **Diversified background in marketing strategy;** distinguished for an entrepreneurial mindset, creative problem solving, impeccable writing skills, cross-functional team-building and a bottom-line orientation.
- **Expert in transforming strategic plans into tactical initiatives;** Consulting work with a broad range of industry executives.
- **Mentor and teacher combining business acumen with analytical depth and qualitative insights** to align operational efficiencies with corporate goals.

PUBLICATIONS

Harvard Business Review, July 2011. My thoughts on the "sudden" interest and investment in Africa. Harvard Business Review: Volume 89, Number 7/8, July-August 2011

Author, 'How to Build Twitter Bootstrap Themes Quickly & Easily' (technical book on using the Bootstrap development framework) Jan. 2013. publication description ISBN-10: 1482367262 ISBN-13: 978-1482367263

CORE COMPETENCIES

- Strategic Transformations Lead
- National / Global Remote Teamwork
- Marketing Management
- Project Management
- New Business Development
- Transition / Change Management
- Continuous Iterative Improvement
- Strategic Partnership Relations
- Business Process Reengineering
- Supply Chain Management
- Curriculum development and implementation
- WordPress Expert
- Content creation, writing & editing for search engines and academia