

Michael J. Lyons

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203 S. Delaware Street
San Mateo, California 94401

PROFESSIONAL EXPERIENCE

Swaggable.com | Burlingame, California

January 2015-April 2016

Head of Growth & Marketing

- Swaggable's platform leverages consumer product discovery to drive personalized promotions on behalf of brands
- Led the product management of Swaggable's Consumer Demand Heat Map, which is the most widely used tool by clients today; access to this tool is the primary incentive driving new customer acquisition
- Conducted 100+ hours of customer calls to understand pain points, identify potential product features and use-cases
- Collaborated daily with product and engineering teams to document clear functionality requirements
- Increased B2B signup rates by 400% over 3 months by creating 5-step sales email campaigns incorporating social proof, blog content, and industry-specific data drawn from the Demand Heat Map tool; I then optimized with A/B testing
- Drove site traffic up by 392% over 2.5 months, with no budget, using content marketing on the company blog
- Built Swaggable's financial projections, budget, and breakeven analysis for investors and cash flow management

GlobalPetals.com | Chicago, Illinois

May 2011-Present

Founder & Board Member

- Founded an online brokerage and import business within the cut floral industry, which streamlined buying procedures and built sales channels within 7 states, Ecuador, and Columbia
- Interviewed all stakeholders over 6 months to spec-out the web development scope and front/backend requirements
- Grew gross profit margins by 250% within 6 months through supplier negotiations and strategic low-cost buying
- Coordinated freight logistics, import procedures, trade bonds, and overall infrastructure needed to transport products between Ecuador, Columbia, and the United States
- Cut procurement mistakes and damage rates by over 80% by installing airport quality control teams and procedures
- Managed 3 in-house engineering, marketing, and financial managers, 4 summer interns, and 14 external professionals including suppliers, logistics, and quality control teams
- Maintained daily accounting, compiled financial statements, raised grant capital, and prepared corporate tax filings

HealthScape Advisors | Chicago, Illinois

May 2012-August 2012

Healthcare Management Consultant

- Evaluated the attractiveness of a \$13 million market entry strategy by tracking enrollment trends, identifying competitors, and monitoring the regulatory environment
- Analyzed price adjustment data in Excel and SQL to identify trends, then translated these findings into coherent visuals

Wal-Mart Stores, Inc. | Bentonville, Arkansas

May 2011-August 2011

Investor Relations

- Read over 100 annual and quarterly filings of Fortune 500 companies, then benchmarked Walmart's Investor Relations materials against industry best practice to improve transparency and Wall Street analysts' accuracy
- Compiled financial reporting information from Thomson Reuters to assemble executives' press preparation books

VOLUNTEER WORK

FWD.US | San Francisco, California

January 2015-Present

Ambassador

- Nonprofit advocacy organization started by Mark Zuckerberg to increase civic engagement in the tech community
- Led 20+ volunteers in organizing quarterly 100-300 person events featuring industry leaders such as Kristy Nathoo (CFO Y-Combinator), Denelle Dixon-Thayer (SVP Mozilla), and Alastair Mooney (Senior Product Manager Adobe)
- Engaged tech and cultural organizations to drive event attendance, partnerships, and immigration reform advocacy

LANGUAGES & TECHNOLOGY

- Languages: English (Native), Spanish (Fluent), French (Basic)
- Microsoft Office, Google Analytics, Google Tag Manager, Basic: SQL, Java, HTML, CSS, PHP

EDUCATION

University of Illinois at Urbana-Champaign | Urbana-Champaign, Illinois

May 2013

B.S. Finance - College of Business Honors, James Scholar, Finance Academy Scholar

GPA: 3.89/4.0

La Universidad de San Francisco | Cumbayá, Ecuador

January 2011-May 2011

Study Abroad - Spanish Immersion

Sabanci University | Istanbul, Turkey

May 2010

Study Abroad - International Business