

Social Media / Public Relations

Increasing sales and maintaining corporate brand loyalty and awareness.

Mike Mueller / (925) 639-1078 / Mike912Mueller@gmail.com

Accomplished executive with proven results in developing and implementing cutting edge strategies that support business and financial objectives. I am nationally recognized as an expert in applying Web 2.0 concepts to sales, marketing, community building and relationship projects. A respected leader, negotiator, and networker. I have the ability to create new relationships using a wide variety of technological and social marketing tools. With over three decades of dealing directly with the public I can benefit your company by increasing internet exposure, applying that exposure to a sound marketing plan and netting solid results.

ACCOMPLISHMENTS AND AREAS OF EXPERTISE

Moderator: of one of the largest groups in [ActiveRain](#) (over 150,000 members)

Television: [Frequent interviews](#) on evening news and morning show KRON 4

Radio: Guest speaker on [KYCY 1550 am](#), [KION 1460 am](#)

Print: More than [40 articles published](#) in [SF Examiner](#). Reuters News and the Chicago Sun Times.

Quoted: [Interviewed and quoted](#) for articles in BankRate, Scripps, the San Jose Mercury News and others, including the Front Page of [The Wall Street Journal](#)

Video: [Various interviews](#) with Industry Leaders, also see [video blogging](#)

Awarded: one of the [Top 20 Bloggers](#) in 2007, Winner of the [MTO Vlogging Contest](#)

Blogger: Guest Blogger at [ActiveRainGuide.com](#), [The Mortgage Cicerone](#), [Mortgages Unzipped](#)

Featured Speaker: at [REBlogWorld](#) Las Vegas 2008 & 2009, and REBarcamp.

References: I am deeply humbled by what [these wonderful people](#) have said.

WORK HISTORY

October 2008 to January 2009

Fidelity National Title 14683 Chabot Dr # 200 Pleasanton, CA 94588

AVP / Regional Director of Technology. Instructed client base sales techniques to increase sales with Social Media. Introduced new and emerging technology to sales staff. Newly enacted California legislation eliminated this position. (CA SB133)

November 2004 to October 2008

Patagonia Finance 1800 Sutter St. # 870 Concord, CA 94520

Managed web exposure, increased the search engine rankings, trained new hires on software and new technology, and taught monthly seminars to the public. Featured on television, radio and in print media.

1999 to 2004

National City 1390 Willow Pass Rd. Concord, CA 94520

Technical liaison for the office, trained office staff on intranet use as well as proprietary software.

1994 to 1999

National Pacific Mortgage 1485 Enea Circle Concord, CA 94520

Technical Dept / Loan Officer.

ADDITIONAL SKILLS AND INTERESTS

Web Design, html, javascript, php

Highly proficient in: Word, Excel, PowerPoint, Publisher, Outlook, ACT, and all things Social Media

National and Local Blog Author and Speaker