

# MICHELLE M. McLIN

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**SUMMARY:** Innovative, results-oriented professional with direct marketing and channel implementation experience. Self-starter able to work in teams, build consensus and negotiate win-win outcomes. Proven ability to develop strategic plans with competitive benchmarks, industry analyses and financial scenarios that maximize return on investment.

## EXPERIENCE:

1/01-10/01

**Digitas, LLC** (Boston, MA)

*Associate Director, eDialogue Group*

### New Business Development

- Successful in leading Digitas' new business development efforts in \$42 billion cable television industry by identifying and cultivating business leads with seven out of eight target companies
- Successful in facilitating an invitation for Digitas to present at a major cable industry conference as well as coordinating content development and speaker participation for 3.5 hour interactive workshop
- Authored industry analysis and debriefed colleagues enhancing their knowledge of trends; market structure; product developments; competitive landscape, and potential business opportunities
- Initiated three new client relationships to develop retention strategies; eCare and online self-service migration strategies; customer segmentation and predictive purchasing models; tactical marketing and loyalty program development; strategic marketing planning/organizational alignment; modularized events marketing campaigns and agent skill enhancement/training

### Columbia House Company

- Developed and monitored call tracking and disposition processes by employing random sampling methodologies for assessment of customer service center handling calls, e-mail and white mail
- Designed operational recommendations to reduce \$9 million of annual expenses due to changes in processes and administration of largest cost contributors--postage, labor, telephone and refunds

### General Motors Corporation

- Assisted client in developing an enterprise-wide view of the customer by determining value of resources consolidated from eight divisions and the customer insights generated from them
- Developed tools for managers and marketers to measure and report on customer insights such as customer value, owner loyalty, the effectiveness of marketing incentives and the distribution channel

## Independent Consulting:

9/98-5/00

**TerraLycos, Inc.** (Waltham, MA)

*Business Development Consultant*

- Investigated digital copyright development for online music entertainment products
- Determined TerraLycos' ability to partner with providers without incurring infringement liability

**Asatej Travel Group** (Buenos Aires, Argentina)

*Development Consultant*

- Developed Internet strategy for company expansion to Chile, Uruguay, Mexico, Madrid and Miami
- Innovated methods to overcome barriers to Latin American e-commerce including non-acceptance of digital signatures and lack of electronic payment due to less than 2% credit card penetration
- Evaluated partners for Asatej to achieve its strategic goals via the Internet
- Authored strategic plan for fundraising from venture capitalists and angel investors

**World Affairs Television Productions** (Montreal, Canada) *Producer Consultant*

- Assisted in producing *Financial Times Business Challenge* for broadcast on PBS and CBC
- Developed programming content including international case studies incorporating management techniques utilized in six world regions
- Solicited underwriting commitments from companies including Goldman Sachs and AT Kearney

**HollywoodInvestor.com** (Boston, MA)

*Development Consultant*

- Developed business model based on analysis of film industry value chain and streamlining production processes to provide greater revenue and more robust ROI for individual consumer investors
- Co-authored business plan
- Prepared business plan presentations for venture capitalists and angel investors

**Phoenix Media Communications Group** (Boston, MA)

*Marketing Consultant*

- Completed benchmarking study and strategic analysis of online company *People2People.com*
- Determined forecasts for online personals market growth, evaluated financial footprints of company and estimated financial forecasts for competitors
- Presented strategic analysis and new product development recommendations to senior management

**EXPERIENCE (cont'd):**

8/98-5/00      **Shellzworld, Inc./MyWorldMyEyes.net** (Boston, MA)      *Founder and Lead Entrepreneur*

- Managed five-member team to complete strategic analysis of media industry, benchmark players in ethnic market, define and detail primary target market, develop compelling business model and author business plan communicating company's competitive advantages and value proposition
- Facilitated company transitions from cable network to broadcast programming service to webcaster and finally provider of programming to be leveraged across multiple media platforms
- Managed second team including web developer, filmmaker and producer to develop pilot programming and conduct beta testing
- Oversaw development of company website shellzworld.com and streaming media website mwme.net
- Negotiated contracts with filmmakers and producers as well as DME Interactive's online community *Places of Color* backed by AOLTimeWarner and cable television networks Nue-TV and MBC
- Developed and facilitated presentations to angels, venture capitalists and other members of new venture funding community

8/97-8/98      **Advisory Board Company** (Washington D.C.)      *Research Associate*

- Composed briefs and authored reports detailing best practices and emerging trends in human resources for senior executives of 500+ Fortune 2000 members of the Corporate Leadership Council
- Conducted primary research by interviewing industry experts and company executives on human resources innovations, program implementations, effective processes and lessons learned
- Supplemented primary research with secondary research from business periodicals and databases
- Initiated partnership between Advisory Board and INROADS internship organization by developing presentations and facilitating meetings with company senior management and INROADS leadership
- Designed and facilitated 90 minute interactive workshop on the personality inventory *True Colors* for 70 member department

6/96 - 8/96      **Freddie Mac Corporation** (McLean, VA)      *Intern*  
5/95 - 8/95  
5/94 - 8/94

- Established, developed, and diversified the Document Safekeeping Administration (DSA)
- Researched and reported on procedures and activities of Document Custodial Services and Institutional Eligibility to determine procedures; revised and updated DSA procedures
- Designed custodial waiver forms, filing systems, and mortgage note tracking system database
- Determined regulations and approved waiver agreements for third-party and self-custodians
- Facilitated strategic planning and project meetings

3/96 - 4/96      **Kenyan Human Rights Commission** (Nairobi, Kenya)      *Intern*

- Prepared March 1996 section of the Commission's *Quarterly Repressions Report* by following up on human rights violations through primary research via telephone and interviews as well as secondary research at Daily Nation Newspaper archives
- Researched current laws and acts passed by Parliament and Ministry of Foreign Affairs

**EDUCATION:**      **F. W. Olin Graduate School of Business**  
                         **Babson College** (Wellesley, MA)      *Babson Fellow M.B.A.*  
                         **Spelman College** (Atlanta, GA)      *Cum Laude B.A. in English*  
                         University of Nairobi (Nairobi, Kenya)      *Kenya Study Abroad*

**LANGUAGE SKILLS:**      *Spanish*—proficient writing, reading and speaking at an intermediate level  
   *Swahili (of East Africa)*—proficient writing, reading and speaking at an intermediate level

**ACTIVITIES:**  
1998-Present      Member, Advisory Board for Global Girls Leadership Abroad Program  
1998      Facilitator Coordinator, Sister to Sister Summit of the American Association of University Women  
1997 – Present      Volunteer and Facilitator with An Income of Her Own/Independent Means, Inc.