

Michael A. Lungo

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Functional summary Over 7 years of relationship management with internet and email experience, 9 years technology operations, mainframe programming and support for major Cleveland and Akron, Financial Institution, Real Estate Management company, and Manufacturing company.

Employment

Key Bank

School Channel Coordinator, Key Education Resources: May 2004 – Dec 2009.

- Coordinate the delivery of school services for each of the educational segments
- Liaison for all our guarantor relationships
- Establish and maintain electronic communication strategy for our schools
- Manage outbound email messages and campaigns
 - Create implement and support multiple ongoing direct to consumer transaction and marketing email campaigns.
 - Generate over 19 million in loan volume from a transaction based email campaign.
 - Achieve over a 30% open rate for an opt-in brand building email campaign.
 - Working with the customer service call center manger, create implement and track on-going call center initiative to increase newsletter subscriber ship thru the development of call script changes, creation of web interface and tracking reports to build and incentive program for call center staff.
 - Keep abreast of email best practices
 - Implement marketing messages within transaction based email campaigns that conform to best practices to avoid spam reports.
- Intranet site editor; posting of management reports for email campaign tracking and guarantor volume report tracking. Act as backup for Web Manager.

Marketing Manager, Key Electronic Services: July 1999 – March 2000 (Employed with Key Bank, AKA Society, AKA Ameritrust since 1986)

Responsibility

- Electronic Commerce marketing consultant supporting all lines of business with their online marketing initiatives. Educate line of business Marketing professionals on banner ads, landing pages, as well as online alliance opportunities.
- Marketing liaison to Key's online cyber public relations agency. Manage agency research and development to support line of business projects.
- Marketing Manager responsible for establishing the strategic marketing plans for in-franchise and out of franchise ATM products. Led the out-of-franchise ATM product management team through the product naming process for Key's unbranded ATMs.

Manager, Electronic Media and Sales, Key Education Resources: November 1995 – July 1999

Responsibility

Manage projects and vendor relationships that require electronic interaction. Generate loan volume and support the national sales staff, using computer technology, software, Internet and Intranet technology.

Accomplishments

- Key Education Resources web site content design and management
- Negotiate, implement and manage business to business internet and web site relationships to promote our products, drive leads to our web site and generate loan volume
- Assist in the management of external corporate intranet relationships to promote our products
- Manage web site redesign projects for Key Education Resources
- Design and implement department intranet site
- Project manager for the KeyScape version 2 redesign project
- Research new technology for potential uses
- Technical design and consultation for the software package KeyScape® version 1
- Assist in the implementation of an electronic newsletter for Financial Aid Advisors
- Published 'Building a Customer Friendly Web site' in *The Greentree Gazette*, January 1999
- Listed in the 1998 & 1999 edition of International Who's Who of Information Technology
- First place in Division E Toastmasters Evaluation Competition March 1999

GOJO Industries

Internet Marketing Analyst, 2000 –2001

Responsibility

- Develop, implement, manage and optimize market-specific Internet strategies and Web presence that are strategically aligned and fully integrated with market segment businesses
 - Convey the segments' primary message and solutions to end-users in order to grow revenue and market share, lower costs and or build intimacy
 - Research and track online activities of competitive and non-competitive distributors
 - Research and track end-user needs and wants
 - Cultivate relationships with representative users and involve them in solutions design
 - Optimize Web site content richness, interactively and community orientation
 - Collaborate with segment teams, and strategic partners to align the Internet with traditional marketing strategies.
 - Structure high leverage online partnerships
 - Convert less effective communications to Internet-based as appropriate
 - Establish maintenance of guidelines, policies and processes for Internet marketing
 - Integrate technical and business team processes, bridges technical and non-technical personnel
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Mid-America Management Company

Internet & World Wide Web Consultant, 2000 –2002

Responsibility

- Manage the research, design and implementation of a new web site for Mid-America Management Company
- Provide competitive analysis of the Property Management industry
- Research local web hosting and web programming companies
- Recommend hosting and programming company
- Follow site through to completion
- Site redesign project currently in process

Russell Real Estate Service

Realtor, 2001-present

Help families and business achieve their real estate goals.

- 2002 company rookie of the year.
 - Create partnership with Community United Credit Union and Strongsville VFW #3345 to provide Real Estate Services to members
 - Introduced IT systems management company to Russell Management to perform ongoing update and maintenance to Russell computer network and software.
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Technology summary	<p>Job Control Language Technician – Interface Computer Operations and Information Technology staffs to report and correct abnormal termination of computer programs.</p> <p>Programmer/Analyst – Daily support and maintenance of Checking, Savings and Retirement Reporting Systems using Cobol and SAS programming languages.</p> <p>IT Infrastructure Programmer/Analyst – Daily support and maintenance of Information Technology charge-back time and attendance reporting systems using Cobol, SAS, Imagine (proprietary report generator software), EXCEL, ACCESS, WORD, SQL/DB2, Visual Basic V2.0.</p> <p>Education Lending Programmer/Analyst – Daily support of business programming needs using SAS, Focus, EXCEL, ACCESS, WORD. Set up and maintain Bulletin Board System (BBS) to accept online loan application data from KeyScape software version 1.</p>
Education	<p>David N. Myers College Earned Bachelor of Science in Finance and Economics 1998. Graduated Summa Cum Laude</p> <p>Cleveland State University (1991-1994). Completed course requirements toward Bachelor of Science degree.</p> <p>Cuyahoga Community College Earned A.A.S. – Major in Data Processing - March 1986.</p>
Personal	<p>Volunteerism: Habitat for Humanity Restore, WVIZ Auction, Employee Day Picnics Volunteer, Neighbors Make the Difference Volunteer, Strongsville VFW #3345 weekly fish fry volunteer.</p> <p>Clubs / Organizations: Current President of the Pleasant Acres home owners association, Past instructors assistant – DOC (the Dog Owner Connection), KeyBank Choir, Charter member Ohio Boy Choir (AKA Parma Boy choir / recorded CD Live 3/10/02 at The Cathedral of St. John the Evangelist), Charter member of Keymunicators, Toastmasters club #9484, 1999 Toastmasters Division E, speech evaluation contest winner, Member VFW #3345 Men's Auxiliary</p>
Publications	<p>Published 'Building a Customer Friendly Web site' in <i>The Greentree Gazette</i>, January 1999</p>
Additional	<p>Additional Detail and references upon request</p>