

Michelle M. Young  
640 Glen Street  
Edmonds, WA 98020

michelle.young@oracle.com  
Mobile: 650-743-3620  
Home: 425-775-2812

---

**Summary** Extensive online marketing, web content management and site design experience. Five years experience in HTML authoring and editing.

**Experience**

7/02 – Present

**ORACLE CORPORATION – Redwood Shores, California**

**Senior Manager, Oracle Partner Network, Alliances & Channels, Corporate Marketing**

- Manage the Oracle Partner Network web site including site design and editing
- Develop and execute targeted activities geared towards the recruitment of new Oracle partners using online and traditional marketing mediums
- Evaluate responses to online marketing activities, perform competitive analysis and identify new opportunities
- Increased site traffic 300% in two months

10/00 – 7/02

**Senior Internet Marketing Manager, US Field Marketing, Corporate Marketing**

- Promoted to manage online marketing team based on expertise and knowledge of Oracle marketing applications
- Created online marketing campaigns for Oracle E-Business Suite products
- Collaborated with design and editorial functions to produce compelling online collateral
- Provided direction for creation of key messaging and offers for online marketing materials
- Drove development of quarterly marketing campaigns and made recommendations for online marketing plans based on analysis of previous results
- Identified trends in common online marketing variables including response rate, conversion rate, cost, saturation, and purchase propensity

9/99 – 10/00

**Marketing Program Manager, Partner Marketing**

- Developed marketing campaigns including advertising, PR and branding for partners
- Enabled global availability of new marketing benefits and tools for partners
- Managed a team of 5 writers to produce partner and customer reference stories for the online customer reference database
- Developed strategy and execution plan for customer branding program
- Conceptualized and produced new marketing section for partner web site, increasing partner use of Oracle branding and participation in advertising

8/98 – 9/99

**Partner Development Manager, Americas Alliances**

- Managed accounts for partner community consisting of over 3,000 Oracle partners
- Served as primary contact for strategic Alliance partners in several vertical markets
- Worked in tandem with global account managers to develop the relationship between Oracle and the Alliance member
- Responsibilities included contract negotiations, coordinating the approval process for non-standard contracts, educating partners on Oracle business practices, licensing, pricing, and royalty reporting

8/97 – 8/98

**Web Content Manager, Corporate Services**

- Redesigned the Worldwide Corporate Services Intranet web site
- Supervised a content management team of 10 people
- Trained team members on various applications and web skills, including HTML

5/95 – 7/97

**LIFE-STAT AMBULANCE SERVICES, INC. – San Ramon, California**

**Marketing Business Manager**

- Managed corporate office
- Installed software programs and set up billing system
- Composed marketing plan to introduce company to local market

**Skills**

Photoshop 6.0, Flash 5.0, Corel Draw, MS Publisher, MS Image Composer, HTML, DHTML, CSS, JavaScript, Dreamweaver, Fireworks, MS Office, Visio.

**Education**

**San Francisco State University, San Francisco, California**

Bachelor of Arts, Speech and Communication Studies, 1996