

## Michael Epps Utley

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Website Development & Marketing  
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Hello:

Thanks for your interest in Epps Interactive, the website development and marketing firm I created to serve growing, energetic companies.

My decade of website development and online marketing experience has equipped me to help companies use the Web to drive business profitably.

Interactive projects under my management have been recognized by the Web Marketing Association and the Direct Marketing Association for innovation and effectiveness.

Online sales and marketing channels I have opened or managed have garnered recognition from industry authorities Hitwise and Nielsen Ratings. Those channels continue to create millions of dollars in revenue for my clients. These clients and employers include e-commerce companies such as Magazines.com, advertising-funded content sites such as LifeWay.com, and nation and state-wide non-profit organizations such as Blood:Water Mission and Tennessee Wildlife Federation.

Are you interested in doing more with the Web to grow your company?

If so, I would like to help.

Thank you,

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## Accomplishments

### Marketing Channels

Paid Search Marketing: Managed Google, Yahoo, and MSN accounts search to produce \$6MM in revenue/year.

Email Marketing: Implemented best practices email marketing to produce \$1.1MM/year in revenue from house email list.

Comparison Shopping Marketing: Launched data feeds to 20 comparison shopping engines producing new \$250K/year (and growing) marketing channel.

Print Marketing: re-launched stalled, targeted print marketing program creating a new \$0.5MM/year revenue channel.

Email Marketing: Grew opt-in email subscriber base from 250K to 800K gaining marketing reach via 13MM delivered messages/year.

Affiliate Marketing: Deployed affiliate program for third largest online book retailer. Tracked performance and facilitated additional resources for top-performing affiliates.

### Programs and Platforms

Advertising Sales: developed display advertising program generating \$2MM/all-time in revenue using only one full-time staff member.

Website Design & Development: Created websites and installed content management capabilities for numerous clients producing improved customer experience and more effective branding.

Web Analytics: Selected and implemented best-of-class analytics tools for e-commerce companies.

User Generated Content: Selected and deployed customer reviews platform creating tens of thousands of customer reviews for e-commerce site.

Media Buying: Selected media for interactive Web applications generating \$200K in sales. Developed iterative negotiation and targeting protocol to maximize profitability. Negotiated multiple \$100,000+ media buys in print, web, direct email, viral marketing, and radio.

## Leadership

### Awards

Outstanding Achievement in Online Advertising  
"Outstanding Micro site/Landing Page"  
Web Marketing Association

Outstanding Interactive Marketing Campaign  
"Leader Echo Award"  
Direct Marketing Association

Outstanding Achievement in Online Advertising  
"Best Non-Profit Interactive Application"  
Web Marketing Association

### Case Studies

Marketing Sherpa, Best Practices Case Study: Developed Targeted Online Media Buying and Testing Protocol. [View summary online..](#)

Improved Email Deliverability using best of class email service provider for e-commerce company serving 1MM customers. [View case study online..](#)

### Voice

Expert Speaker, Ragan Communications Marketing and PR Conference addressing market segmentation and use of technology to reach an audience.

Guest Speaker to business students at Belmont Massey Business School and graphic design students at Middle Tennessee State University.

## Expertise

### Technology

Expert HTML and CSS author (Cascading Style Sheets). Mastery of database-driven website development and design including deployment of website content management applications.

User of the following programming, development, and design tools: PHP, MySQL, Flash, Quark, JavaScript, Photoshop, and other tools.

### Education

Masters of Business Administration, Currently Enrolled, Middle Tennessee State University. Current grade point average: 4.0.

Master of Theological Studies, Vanderbilt University, completed 1998. Emphasis Area: Church History and Popular Religion.

Bachelor of Arts, University of Tennessee, Knoxville, completed 1994.  
Major: English, Writing. Minors: Religious Studies and History.

## Employment

Epps Interactive, Principal and Owner, Current, 2008 - Current.  
Magazines.com, Director of Marketing, Manager, 2006 - 2008.  
LifeWay Christian Resources, Marketing Coordinator, 2002 - 2006.  
Ingram Book Group, Marketing Manager, 2001 - 2002.  
Books-a-Million, Merchandising Manager, 1999 - 2001.  
Providence House Publishers, Sales Manager, 1998 - 1999.

## Personal

### Family

Tracy and I have been married thirteen years and have four boys, Jack (age 9), Charlie (7), Harry (5), and George (2). Tracy is an early childhood educator with a Masters in Education from the University of Tennessee, Knoxville. She now home-schools our sons and has been instrumental in the launch of two Christian schools devoted to racial and economic reconciliation.

### Community

Produced "Ride for Hope," bicycle ride across Tennessee producing \$5,500 in donations for charity. Completed 550-mile ride in six days.

Active in African aid organization "Blood:Water Mission" as fundraiser.

Active in City Church East Nashville in community service, program development, and volunteer training.

## References

Relevant references are available by project.