

# Mike Erickson



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<https://www.michaelderickson.com>

## Experience



### Truck Driver

#### Eagle Transportation

Nov 2021 - Present (1 year 7 months)

Safely and efficiently operated commercial semi-trucks for long-haul transportation, ensuring timely delivery of goods while adhering to all traffic laws and safety regulations. Demonstrated exceptional driving skills, maintaining a clean driving record and a strong commitment to on-time delivery and customer satisfaction. Conducted thorough pre-trip inspections, ensuring the mechanical integrity and safe operation of the truck and trailer. Maintained accurate and up-to-date logs, including trip records, mileage reports, fuel consumption, and maintenance records, ensuring compliance with federal regulations and company policies.



### Digital Marketing Consultant

#### Michael D. Erickson LLC

Feb 2007 - Present (16 years 4 months)

Developed and implemented digital marketing strategies for clients across various industries, driving increased brand awareness, customer engagement, and lead generation. Conducted comprehensive digital marketing audits to assess clients' online presence and identify areas for improvement, providing data-driven recommendations for enhancing their digital marketing efforts. Implemented email marketing campaigns, crafting engaging content and leveraging segmentation strategies to enhance open rates, click-through rates, and customer retention.



### REALTOR®

#### Coldwell Banker Realty

Oct 2016 - Jun 2019 (2 years 9 months)

Successfully represented buyers and sellers in residential real estate transactions, providing expert guidance and negotiating favorable terms to achieve clients' goals. Developed and executed comprehensive marketing strategies to promote listed properties, resulting in increased visibility and higher sales conversion rates. Conducted thorough market research and analysis to accurately price properties and advise clients on competitive listing prices, ensuring optimal return on investment.



### Management Information Systems Engineer

#### American Home Mortgage

Sep 2002 - May 2009 (6 years 9 months)

Implemented and maintained robust management information systems (MIS) to support business operations, streamline processes, and facilitate data-driven decision-making. Collaborated with cross-functional teams to identify information system requirements and design solutions that align with organizational goals and objectives. Led system implementation projects, coordinating with stakeholders, vendors, and IT teams to ensure successful system integration, on-time delivery, and adherence to project milestones. Conducted thorough analysis of existing business processes and

systems, identifying areas for improvement and implementing innovative solutions to enhance efficiency and productivity.



## **Software Support Engineer**

### **Convergys**

Jun 2001 - Sep 2002 (1 year 4 months)

Provided technical support and troubleshooting expertise to customers, addressing software-related issues and inquiries promptly and effectively. Demonstrated strong problem-solving skills, diagnosing and resolving complex software problems to minimize customer downtime and ensure smooth operations. Conducted thorough analysis of customer issues, leveraging knowledge of software functionality and underlying technologies to identify root causes and implement appropriate solutions. Communicated technical information in a clear and concise manner to customers, both verbally and in written form, guiding them through issue resolution steps and providing comprehensive documentation.



## **Information Systems Engineer**

### **Benefit & Retirement Strategies**

Nov 1999 - Mar 2001 (1 year 5 months)

Managed and maintained network infrastructure, including routers, switches, and firewalls, ensuring optimal performance and seamless connectivity. Provided technical support and troubleshooting expertise, promptly resolving system issues and ensuring minimal disruption to business operations. Conducted thorough analysis of existing business processes and systems, identifying areas for improvement and implementing innovative solutions to enhance efficiency and productivity. Developed and executed data management strategies, ensuring data accuracy, integrity, and security across the organization.

## **AVT Inbound Sales Support Engineer**

### **AVT**

Apr 1999 - Nov 1999 (8 months)

Provided technical support and troubleshooting expertise to customers, addressing software-related issues and inquiries promptly and effectively. Demonstrated strong problem-solving skills, diagnosing and resolving complex software problems to minimize customer downtime and ensure smooth operations. Conducted thorough analysis of customer issues, leveraging knowledge of software functionality and underlying technologies to identify root causes and implement appropriate solutions. Communicated technical information in a clear and concise manner to customers, both verbally and in written form, guiding them through issue resolution steps and providing comprehensive documentation.



## **New Car Sales**

### **Jim Click Automotive Team**

Jul 1998 - Oct 1998 (4 months)

Successfully built and maintained strong relationships with customers, delivering exceptional customer service throughout the sales process. Conducted comprehensive vehicle demonstrations and arranged test drives, showcasing the benefits and features of various car and truck models. Stayed updated with industry trends, new vehicle releases, and competitor offerings to provide customers with informed product recommendations.



## **Quality Improvement Manager**

United States Air Force

Mar 1996 - May 1998 (2 years 3 months)

Oversaw the quality improvement effort for 2,000 members of the operations group using Total Quality Management and Malcolm Baldrige Award Criteria tools and techniques. Coordinated senior leadership strategic planning events and quality improvement awards.



## **Aircraft Maintenance Technician (Dedicated Crew Chief)**

United States Air Force

May 1988 - Mar 1996 (7 years 11 months)

Advise on problems maintaining, servicing, and inspecting aircraft and aerospace support equipment. Use technical data to diagnose and solve maintenance problems on aircraft systems.

Troubleshoot and maintain aircraft structures, systems and components. Test repaired components using mockups and test equipment. Adjust, align, rig, and calibrate aircraft systems. Perform engine run-up. Jack, tow, and service aircraft.

Inspect aircraft structures, systems, components, and support equipment. Supervise and perform aircraft and component inspections. Interpret inspection findings and determine adequacy of corrective actions. Inspect and check components for clearances, tolerances, proper installation, and operation. Inspect and operate powered and non-powered aerospace ground equipment. Inspect and identify aircraft corrosion for prevention and correction. Review maintenance forms, aircraft records, and reports to ensure complete documentation. Inventory and maintains alternate mission equipment.

Perform expediter and dedicated crew chief, and maintenance functions. Coordinate maintenance plans to meet operational commitments. Supervise and assist in launching and recovering aircraft. Review maintenance data collection summaries to determine trends and production effectiveness. Perform staff and supervisory management functions.

## **Education**



### **University of Phoenix**

Master's Degree, Education/Adult Education and Distance Learning

2004 - 2005



### **University of Phoenix**

Bachelor's Degree, Business/Information Systems

1997 - 2002

## **Licenses & Certifications**



**Class A CDL** - Arizona Department of Transportation

## **Skills**

Email Marketing • Marketing Strategy • Internet Strategy • Website Building • Digital Marketing •  
Adobe Creative Cloud • Google Analytics • Writing • Adobe Photoshop • Adobe Illustrator