

MARK C. CORSI
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QUALIFICATIONS

Highly creative, goal-oriented professional with product marketing and web site design and production experience. Demonstrated ability to manage multiple projects and meet deadlines. Strong work ethic combined with a commitment to excellence in all projects. A team player, able to work with all members of an organization to accomplish objectives. Excellent communication and presentation skills. Highly computer literate.

STRENGTHS

Web Site Design & Production – Marketing Research - Collateral Production - Events Coordination – Database Expertise

EXPERIENCE

SUN MICROSYSTEMS

April 2000 to Present

Product Marketing Manager

- Create and maintain web sites for tracking sales enablement process, including customer references, and for organizing marketing research materials.
- Create and maintain web-site tracking current research from various analysts, such as: Gartner, IDC and Giga on product markets appropriate to the iPlanet Communications and Portal product groups.
- Design, develop and present information to customers as well as to the sales force.
- Create marketing materials for instant messaging product, such as: data sheet, FAQ, customer sales presentation, and other sales tools.
- Perform analysis of the feature set of various instant messaging products for both client and server.
- Organize and coordinate product group participation for JavaOne Developers' June 2001 Conference.
- Represent company and present product demos at major industry events and trade shows.
- Engage and manage relationships with third-party partners.
- Support co-workers in various activities: making certain various web sites are current.
- Update and review various collateral material for trade shows

INNOSOFT INTERNATIONAL

1999 to 2000

Web Marketing Specialist

- Assisted marketing team with delivering professional sales materials electronically and in print.
- Redesigned external and internal web-sites for consistency and organization, including navigation.
- Responsible for the migration of a significant portion of the external web-site (approximately 70%) across operating systems (OpenVMS to Windows NT to Sun Solaris)
- Developed and enhanced corporate directory-based web applications.

DISNEY ONLINE, A DIVISION OF THE WALT DISNEY COMPANY

1998 to 1999

Quality Assurance Tester

- Participated in testing several major redesigns of the disney.com web-site.
- Checked web pages for accuracy and for broken images and links.
- Made certain that Shockwave and Flash animations and games, video clips and sound files were bug-free and operated correctly on computers running Mac OS 8.x and Windows '95 & '98.
- Checked the process whereby the plug-ins installed in a user's web browser were tested for the correct version. Established necessary updates.

Internet Content Reviewer

- One of the original content reviewers in the first six months of product development.
- Classified and reviewed web sites for a kid-friendly search directory.
- Developed criteria for rating sites for both quality and appropriateness for young children.
- Helped with further development of the taxonomy.
- Wrote descriptions of sites.

MACTEMPS

1997 to 1999

Highlights of these temporary positions, included data entry and reporting, using FileMaker Pro. Networked a "help-desk" activity that involved walking employees and field technicians through installation of POTS/analog modems and ISDN equipment; poll via software modems to make certain installation was correct. In Publishing industry, proofed; type-set and formatted documents in Microsoft Word; corrected artwork in Adobe Illustrator and PhotoShop; generated Adobe Acrobat PDF files for CD-ROM.

OFFICE OF RESEARCH, UNIVERSITY OF PITTSBURGH

1994 to 1996

Sponsored Program Assistant

- Central Research Development Fund: Updated and mailed annual brochures. Processed annual proposal. Pre-reviewed proposals for University Research Council. Sent proposals to proper committee chairs along with evaluation sheets. Maintained database of all applications. Generated response letters and reports.
- Discretionary Funds: Maintained and monitored account balance of \$1.2 million in discretionary funds for the Vice Provost for Research. Generated letters of award as directed by the Vice Provost.
- Desktop Publishing: Prepared office bimonthly newsletter for publication via both e-mail and the Web. Prepared and edited all public relations brochures and information packets for internal and external distribution and for the Web.
- Funding Information Support: Distributed information to coworkers and University faculty and staff. Maintained contact with various funding sources.
- Grants & Contracts Support: Prepared forms required by federal and nonfederal funding sources for proposal submission.

KEYWORDS

Product Marketing, Project Marketing, Internet Marketing, Web Marketing, Marketing Research, Marketing, Web Design, Web Development, HTML, HTML Coding, Events Coordination, Collateral Production, Database Development, Database Programming, FileMaker Pro

EDUCATION

Bachelor of Arts, Economics, University of Pittsburgh, April 1993
Certificate in Russian & East European Studies