

Mike Melvin
Owner/Instructor - At Your Pace Online

1383 2nd Avenue
Gold Hill, Oregon 97525

Summary:

Mike Melvin has been the lead instructor for the contractor training arm of At Your Pace Online for four years. Mike has instructed thousands of students on topics including but not limited to, Project Management, Marketing and Sales and Building Exterior Shell Training.

Mike has owned and operated a construction company and has acted as job foreman and lead estimator for larger contractors in both Oregon and Arizona. Mike has a track record of success not only in teaching, but also in carrying out the principles that he teaches. Mike has consulted for and led multiple firms in the areas of project management and marketing, specializing in digital marketing.

Education and Licenses:

- BA Business Management Ottawa University
- Certified Distance Education Instructor through IDECC
- Oregon Contractor License
- Licensed and approved as an instructor with over 30 state agencies
- Approved instructor with the Oregon Department of Education Private Career Schools Division
- Multiple programming language certifications

Project Management Experience:

- Well over seven years project management experience
- Supervised government projects for the Oregon State Parks
- Managed hundreds of projects in the private sector
- Accustomed to managing projects involving multiple stakeholders including state agencies, employees, vendors and contractors
- Has written multiple project management software programs maximizing efficiency leading to increased revenues and cost saving identification
- Taught project management to thousands of individuals in multiple states

Digital Marketing Experience:

- Four years experience
- Well versed in various streams of digital marketing including:
 - Social Media Marketing
 - Google Adwords & Analytics
 - Conversion Optimization
 - Affiliate Marketing
 - Video Marketing
- Written custom software to compare and analyze conversion rates among the various forms of digital marketing

- Currently oversees a digital marketing budget for various business entities totaling between \$150,000-\$200,000 a year, showing well over 100% ROI.

Construction Safety Experience:

- Owned private construction company with multiple employees
 - Delivered several safety training courses to staff
- Held supervisor position with multiple construction companies over fifteen years
 - Held regular safety briefings with staff
- Training specific to OSHA 1926