

# Michael James Latulippe

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[Detailed Web Resume Found Here](#)

## Overview

Experienced client manager, corporate strategist, Web developer, software engineer, Internet marketer and new product developer; specializing in creating revenue generating Websites and products for market online. Active in the scientific, art, and technology communities around San Francisco and an advocate for social networking, Web 2.0, and Web 3.0 technologies.

## Work Experience

*President of Become Noticed, Inc., San Francisco*

2008 - present

- Works directly with clients to develop entirely new keyword markets. (Example: "Debt Inversion" for LeNoir Law Firm in New York.)
- Analyzes site analytics data and keywords to support a client's Web strategy and Website design
- Develops Web strategy to support business goals and the expansion of the client base
- Consults with clients to create strategic goals online and implement them
- Leadership role in handling contractors, company decisions, and corporate legal compliance
- Implements company collaborations and sponsorships with other companies and non-profits

*Chief Information Officer at Lead Search Network, LLC, Boston*

2005 – 2007

- Creator of the telemarketing mortgage lead market by thinking of the keyword and promoting it
- Leadership role in developing India based product platform for mortgage brokers that focused on telemarketing
- Developer of the pricing models on telemarketing mortgage leads which were implemented and marketed

[Detailed Work Experience Here](#)

## Education

*University of Central Florida*

Bachelors Degree in Political Science with emphasis on law and legal procedures, 2005

[Detailed Education Here](#)

## Computer Skills

### *Languages:*

XHTML, PHP, MySQL, XML, RDFa, Wiki markup, Python, JavaScript, JQuery

### *Applications:*

Office(Word, Excel, Powerpoint)

Adobe(Dreamweaver, Flash, Fireworks, Photoshop, Illustrator, After Effects)

JAWS(To check a Website's Accessibility Compliance)

### *Operating Systems:*

Windows, Mac OS X, Linux, Ubuntu

### *Web Platforms:*

Joomla, Wordpress, Drupal, X-Cart, Vbulletin, Google's App Engine, Photopost Gallery and Classifieds

[Detailed Computer Skills Here](#)

## Out of Work Activities

### *I proudly volunteer my time to:*

The International Society for the Arts, Sciences, and Technology

ISAST once a month holds the (LASER)Leonardo Art Science Evening Rendezvous chaired by Piero Scaruffi and I donate my time to help Piero gather more attendance through Web marketing techniques and integration with Web 2.0.

### *I am a proud member of:*

San Francisco Semantic Web Group

Bay Area Classical Music Society

Bay Area Physics and Astronomy Society

### *Talent:*

Classically trained on piano since **1992**

[Detailed Out of Work Activities](#)

## Publications

Latulippe, Michael J., "[The Convergence of SEO and Web Usability](#)" Clear Prominence Publishing, **2009**

Latulippe, Michael J. "[Michael Latulippe's Blog](#)" Launched in **2009**

[Detailed Publications Here](#)

## Other

I am an avid hiker and nature lover. I also enjoy reading, politics, and current affairs including keeping up to date with the latest technology news. [MichaelLatulippe.com](#) is my personal Website.

[Learn More Details Here](#)

References available by request