

Michael James Senese

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PROFESSIONAL WORK EXPERIENCE

Product Manager

ReadyMade Magazine, Berkeley, CA, 2006-2008

- Oversaw all aspects of the ReadyMade product line: strategy and execution; design and production; marketing, promoting and selling.
- Managed the design and production of new products including furniture blueprints, multi-tools, DIY keychain/jewelry kits, and more.
- Designed and built projects for ReadyMade's magazine, website, and events, including a sod sofa installation (partnered with PG&E), bike-wheel potrack, pinhole camera project.
- Managed ReadyMade's events and activities, traveling to various cities to conduct workshops on building, printing, and hosting friendly competitions.

Project Manager

WIRED Magazine, San Francisco, CA, 2005-2006

- Event research, proposal and design: arranged Wired presence at CMJ music conference in New York; assisted with Google Print discussion development featuring top publishing reps and Google execs; helped plan MySpace.com related music discussion and performance event; participated with planning for *Wired's* 2006 Rave Awards.
- Led development of the *EG 2006 Conference Program Guide*, a 124-page companion book to the three-day gathering of top science, tech, and entertainment personalities. Coordinated designers, writers, high-profile speakers and sponsors. Collected and managed all assets, established deadlines, assisted with design and layout planning. Edited bios and articles.
- Wired Holiday Store: specified and sourced new and upcoming items from "cool tech companies" for store inclusion. Participated in store layout discussions and event planning. Helped scout and recommend locations in lower Manhattan.
- Researched potential events related to: M3 music conference in Miami; Howard Stern discussion on free speech; upcoming movie releases; changes in media usage patterns.
- Reporting and product reviews: Q&A with *Project Runway's* Diana Eng, various gadget write-ups.

Label Manager

Sneakmove Recordings, Oakland, CA, 2005-Present

Manage record label for popular music/culture blog sneakmove.com

- Manage business operations—design products, coordinate with vendors, create promotional materials, arrange sales with distributors.
- Create and maintain website and online purchase web pages.
- Help create and promote related materials and events.

EDUCATION

Master of Business Administration (MBA), W. P. Carey College of Business (Arizona State University);
Universidad Carlos III de Madrid, Spain, 2003

Bachelor of Arts, University of California, Los Angeles, 1997

TECHNICAL SUMMARY

- High computer proficiency on both Mac and PC platforms
- Wide-ranging knowledge of workshop tools and techniques from hand tools to powertools to welding and larger industrial vehicles
- Skilled photographer and experienced with video production and editing techniques
- Publishes the "DO IT" blog, providing instruction and inspiration to readers to build, create, design, collaborate, and stay active: <http://mikesenese.com/DOIT/>