



# Resume of Mark Gilbert

19719 Hollygrape Street

Bend, OR 97702

(541) 815-9981

---

- VISION:** Always in search of opportunities that will create synergy between my skills, my experience, & my passion for the benefit of others in hope that a chunk of coal will be fashioned into a brilliant diamond.
- VALUE:** As a seasoned entrepreneur I bring to the table well over 30 years of exemplary experience, proven bottom-line success, and a unique approach to sales & marketing. Standing out among the din of noise is an absolute requirement for success. Building relationships is key. And a solid understanding of technology and current trends is essential in any successful online endeavor. My past performance proves that not only am I capable, but that I can and do get million dollar results from endeavors I touch. I am driven by the potential of possibilities and constant creative thinking that goes light years beyond what most people consider ceilings, obstacles, or barriers. I don't settle for second best in anything I do, and there is only one position worthy of my time and energy. That position is best summarized by words like the top, the pinnacle, perfection, peak performance, and anything else that describes the absolute most that anyone could be, or imagine to become.
- BELIEF:** I hate mediocrity, despise the status quo, and believe excuses are like an extra elbow. I believe relationships are the most important part of life. To build, nurture, and empower them is the very essence of our being. Every breath we breathe, every thought we conceive, and every desire that burns within us, if directed towards that end, can move mountains. Everyone is born with a spark inside of them, capable of igniting a bonfire of passion that has the power of making positive change in the world.
- FAMILY:** I was the middle of 5 children growing up. I learned to take orders, as well as how to give them ☺. My dad was a career salesman and entrepreneur, under which I learned my craft as early as 8 years old, going door to door. I am married to my high school sweetheart, have 1 daughter and 4 sons, all of whom are grown & living on their own. At 28 years old, my oldest son died this year in a tragic accident, leaving his 6 year old son, our only grandson. My father, my hero, my mentor, my best friend died last year from cancer, while we took care of him in our home the last month of his life. My wife and I took care of my mother in our home for a year afterwards, before putting her in a care facility earlier this year. All this recent tragedy has only brought us closer together as a family, focusing on the greatest reasons for living – each other.
- SPIRIT:** I am a deeply spiritual person (not to be confused with a "religious" person). To believe in a greater power than ourselves is to believe in the source of power available to create miracles in our lives and the lives of others. Our personal power is proportionate to our belief, the spark that ignites the passion that drives our dreams and imaginations into reality. Our potential is endless. The greater our belief, the greater the opportunities that will arise in our lives.

**EXPERIENCE: Direct Sales**

In my early years I had a number of sales positions with telecommunications companies, construction products/services (building, solar energy, insulation), books, and advertising. My experience includes both business to business, as well as direct to consumer products and services. I began to read as many books, listen to as many tapes, attend as many seminars, and buy as many courses as I could on the subject of salesmanship in pursuit of becoming the best I could be at the art of understanding people, what motivates them, and how to fulfill their needs. As a result, I achieved top sales person awards in many local, state, and national competitions which sometimes involved more than 120 sales people. It wasn't long before I was managing and training others in the art of direct sales.

**Entrepreneurial**

I have built from scratch & managed several of my own businesses from construction, advertising design, book marketing, mortgage loans, automotive industry, network marketing, and most recently Internet marketing & lead generation software systems. I have managed as many as 12 in-house employees, hundreds of affiliates, and thousands of customers world-wide. I have developed skills over the years in public speaking, training, instruction, and managing employees, customers, and affiliates in the direct sales industry. I understand the complexities of business, the science of organization, the power of persuasion, and the reason most companies fail – poor leadership & poor marketing.

**Network Marketing**

My first experience in MLM was with Futurenet in 1996, which got me hooked on envisioning the possibilities with the up and coming Internet (which I had already been dabbling in since 1992 – Usenet, Bulletin Boards, etc - before AOL & Netscape brought graphics to email and browsers). In 1997 I was so intrigued with the potential, that I sold my regional distributorship for a national automotive chemical company and moved to Bend, OR to pursue "something" with the Internet. Spending 12-14 hours a day online with the goal of understanding how to use the Internet for marketing purposes, I decided to join NuSkin's prelaunch of Big Planet and use it to test some online tools & concepts on building a downline. After only 2 months, I had built an organization of several hundred distributors using the Internet, devising co-op ad campaigns, and conducting online conference call systems that were modeled by many distributors and other MLM companies years later. After NuSkin failed to launch the very product we were fueling signups with "deregulated energy", I found several other network marketing companies to continue testing various marketing concepts on. The online marketing systems I created with each ensuing company got better and more refined, enabling me to build groups as large as 5,500 distributors worldwide (7 levels deep in 24 hours) within a 4-5 month period of time. Disillusioned by so many companies failing after putting in so much effort, I decided to devise a company that sold picks and shovels (tools) to the gold miners (network marketers).

**Internet Marketing** *(specifically, lead generation for network marketers)*

I had spent two and a half years building large downlines and had a following of several thousand people. I called my downline "The Power Group", the name I gave our organization within whatever network company I joined. That was the DBA I gave our company, Power Marketing Systems, LLC (legal name), which had become well known by then. Many network marketers would join our "group", knowing we had successful tools that worked. The "picks and shovels" that would be sold to the gold

miners (network marketers) were high quality leads through a system that had not yet been devised anywhere in the world. I teamed up with my partner, a lead architect and programming engineer at IBM, to build a unique lead generation system that would drive traffic from multiple online media sources to a number of web pages, collect targeted prospect data, and deliver unique inquiries to each of thousands of participants in one campaign in real time. Many online "lead companies" came out of the wood work, trying to mirror our success. We began to devise custom ad campaigns for companies like Herbalife, Prepaid Legal, ACN, and countless others. By 2002 we had attracted most of the online Prepaid Legal associates, after leaders like Brian Carruthers and others plugged into the system and began making as much as \$20,000 a month from our leads. We began creating campaigns for large debt consolidation and mortgage companies as well, generating as many as 30,000 leads a month for each vertical. We had achieved a few dollars short of \$5mm in revenues our second year in business (\$660,000 per month at our peak).

### **Software Design**

During the last 11 years in Power Marketing Systems, LLC, I worked closely with my partner designing and developing software systems around the business opportunity, network marketing, debt consolidation, mortgage, legal, and other industries. Lead generation wasn't the only software system conceived and built. We spent a year on the development and implementation of a social networking site that would capitalize on the never-ending growth of the Internet marketing, direct sales, and network marketing industries. I incorporated several custom applications, designed to monetize the site through viral marketing elements that used a myriad of built-in incentives, rewards, and opportunities for exposure of members and their products and services. The system was and is 95% built. I also conceived, designed, and developed an advertising widget (which we spent 8 months in development on) that got rave reviews from some top networkers and affiliates while in beta, and was ready to roll out just before my partner and I shut the business down because of dramatic differences in our visions that finally became irreconcilable. My experience with Internet Marketers like Mike Filsaime, Rich Schefren, Frank Kern, John Reese, as well as the direct sales and network marketing industries gives me a unique understanding of the market and its needs. Coupled with my direct sales and network marketing skills, social media experience, and understanding of emerging online markets, I have the ability to take any business and connect it with technologies that can automate the sales and marketing process in a very short period of time.

### **SUMMARY:**

Having a salesman for a dad, I learned how to sell "stuff" at an early age. My first entrepreneurial experience was making homemade stars to hang on Christmas trees and selling them door to door before I was 10 years old. I owned my first construction company at age 20, performing every function from administration, designing advertising pieces, sales presentations, and performing the actual work. I have failed miserably and succeeded greatly. I understand the intricacies and every facet of business, from corporate structure, legal requirements, employee satisfaction, customer retention, management, sales, marketing, and product creation. I have experienced a multitude of successful as well as unsuccessful techniques, methods, and approaches to people, markets, and partnerships. I specialize in online media models (especially social media). My passion is overflowing. My belief is boundless. And my potential is without limitation. Add a never-ending flow of creativity to this already powerful mix, and the word explosive spells the outcome of what awaits any venture, and any pursuit.

**SKILL SET:****Technical**

Software UI Design & Development (SAAS), FTP, Web & Graphic Design (Photoshop, ImageReady, HTML, CSS, etc), Audio/Video Production, Editing, Conversion, & Online Integration, Amazon Cloud, Adobe, Microsoft Word, Excel, PowerPoint, Outlook, Ecommerce Payment Gateways (Paypal, ClickBank, PayDotCom.com, etc)

**Sales & Marketing**

Internet & Affiliate Marketing, Branding, Press Releases, Joint Venture Partnerships, Content, Article, & Copy Writing, Sales Letters, Flyer & Brochure Design & Creation, Landing Page Design, Sales Triggers, Sales Funnels, A/B Testing, Analytics, Branding, Viral Techniques, eBook Creation & Distribution, Media Buying/Negotiation

**Social Media**

Networking, Bookmarking, RSS, Blog & Widget Design & Installation, Integration Apps, Video Distribution & Sharing, Tagging & SEO Structuring, Viral Buzz Creation, Groundswell Techniques

**Management** (*people & systems*)

Operations, Administration, Sales Management & Training (on/offline prospecting, presentation, posture, & persuasion techniques, AIDA, etc), Ad Campaigns, Customer Satisfaction/Retention, Media Channels, Conference Call Training/Presentations

**List Building**

Lead Generation, Email Marketing, Funnel Systems, Autoresponder & Follow Up Series Setup/Implementation/Management, Landing Page Design (best practices)

**SEO/SEM** (*search engine optimization & marketing*)

Organic & PPC Search, 1<sup>st</sup> Page Ranking, Keyword Research, Density, Content, Design & Page Structure, Internal/External Linking, Meta Structure, Do's/Don'ts

**Product Creation**

Lead Generation Software, Social Network Platform, Viral Advertising Widget, Referral Network, How To eBooks, Many more on the shelf

**People Skills**

Sales Training, Public Speaking, Video Presentations, Acting, Negotiating (B2C/B2B), Customer Service, Conflict Resolution, Self Improvement Coaching

**Samples**

<http://u2project.com/resume> (video introduction, download resume, sample work)

<http://u2project.com> (blog design, javascript, widget integration, SEO/SEM)

<http://u2project.com/free> (video, graphic & web design, landing page layout)

<http://u2project.com/pricing> (video, special effects, landing page, payment gateway)

<http://youtube.com/socialredneck> (video, acting, viral buzz promotion)

<http://youtube.com/networth59> (video production, editing, sharing, uploading)

<http://www.facebook.com/the.markgilbert> (social media + Twitter, Plaxo, 40+ more)

*"If a man advances confidently in the direction of his dreams, and endeavors to live the life which he has imagined, he will meet with a success unexpected in common hours."*

-Henry David Thoreau