

MICHAEL D. EDWARDS
PRESIDENT/CFO
DIGITAL LAW MARKETING, INC.

1037 Cherry Springs Drive
Cottontown, TN 37048

Mike@DigitalLawMarketing.com
615-389-3570

PROFESSIONAL PROFILE

***15+ years of business development, marketing,
B2B sales and account management***

Award-winning online marketing strategist partnering with professionals in corporate, government, legal, and accounting industries. Known as an overachiever—typically 130-200% above target—with proven skill in analyzing and improving marketing strategies. Parlay comprehensive knowledge of internet technology and web-based software with powerful web designs and proactive social media campaigns that deliver highly effective online marketing solutions. Distinguished track record accentuated by 15 consecutive years as a Circle of Excellence and President's Club winner (two companies), as well as a myriad of other sales awards.

SEMPO Certified → *Expertise in SEO, Digital Marketing, and Social Media*

PROFESSIONAL EXPERIENCE

DIGITAL LAW MARKETING, INC. (NOVEMBER 2013 TO PRESENT)

President/CFO

LEXISNEXIS / MARTINDALE-HUBBELL (2001 TO PRESENT)

Division of Reed Elsevier, leading provider of legal, regulatory, business information, and analysis to legal, corporate, government, and academic customers. Martindale-Hubbell and Lawyers.com deliver client development, research solutions, practice management, and litigation services.

Law Firm Marketing Specialist	2008 – Present
Senior Account Executive – Small Law	2005 – 2008
Account Executive – Small Law	2001 – 2005

Provide internet marketing solutions to law firms in Tennessee, Alabama, Kentucky and Indiana; manage 40+ key accounts (total 200), representing a \$4 million book of business, with average contracts valued at \$17,000. Accountable for lead generation activities (referrals, networking, cold calling, and trade shows), as well as life cycle management of established accounts. Consistently deliver \$600,000+ in division-specific sales in regional/territory market areas. Sales and performance distinctions include:

- ◎ **CIRCLE OF EXCELLENCE** – Earned #1 ranking (out of 130-210 reps) three times, and gained designation for achieving above-quota performance 12 consecutive times overall.
- ◎ **SALES REP OF THE YEAR** – Three-time winner in two distinct divisions (out of 210).
- ◎ **TOP CONSISTENCY AWARD** – Recognized three times for outstanding performance at the division and market area levels
- ◎ **RECORD SETTER** – (1) Broke company's previous New Business Sales record in 2009, gaining \$2.12 million in new business, 25% higher than the previous record. (2) Only person in the company to win 12 consecutive Circle of Excellence awards. (3) Only sales executive to be recognized as Rep of the Year three times in two different divisions.
- **Mentored numerous junior representatives** – Without fail, all protégés have advanced careers to award-winning status, achieving strong, sustainable results and longevity in competitive markets.

- **Position clients for high online visibility** – Develop websites that gain first-page placement on major search engines, reach highly specific target audiences (regional, language, practice areas), and achieve customized design standards with compelling messaging and visual appeal. Initiate social media campaigns that ultimately result in commanding conversion rates.

Recent portfolio samples → rockylawfirm.com ~ lowerylaw.com ~ altshulerlaw.com

RESEARCH INSTITUTE OF AMERICA (1998 TO 2001)

A division of Thomson Reuters (formerly Thomson Professional Publishing). At time of employment, RIA provided tax research, return preparation, trial balance, and practice management software to corporate, government, legal, and accounting customers.

Account Manager

1998 – 2001

Marketed online research and software solutions to CPAs and tax attorneys within a Mid-South Region, consistently bringing in hundreds of thousands in revenue. Delivered above-quota results ranging from 134% to 245%. Sales and performance distinctions include:

- ◎ **PRESIDENT’S BOARD** – Earned Rookie of the Year (1998) for gaining 15% in sales growth within three months of hire (highest in region). Achieved #1 ranking the following year, earning 166% of quota, representing 98% growth and nearly half a million dollars in sales.
- ◎ **SALES REP OF THE MONTH** – Countless instances of top monthly sales throughout tenure.

ENTREPRENEURIAL ACTIVITIES

Successful business Owner and President of multiple self-sustaining ventures with full management and staff. Key holdings include:

- Five **Papa John’s** franchises in Tennessee and Kentucky (since 2003). Acquired two existing and opened three new, all earning immediate positive revenues, and now multimillion dollar franchises.
- **The Summit Preparatory Academy** (since 2006), serving families with children aged three months to five years in Tennessee and Kentucky. Built \$1.8 million business. www.summitprepacademy.com

COMMUNITY SERVICE

CHRISTMAS FOR THE CHILDREN | christmasforthechildren.com

Founding Member & Chairman

1999 – Present

- Lead non-profit organization dedicated to providing Christmas festivities to 3,200 underprivileged children since its inception.
- Attract sponsors and volunteers to support operation that commences with annual golf charity event; worked with more than 2,200 volunteers since 1999.

PROFESSIONAL DEVELOPMENT

- Karrass’ *Effective Negotiating* Seminar
- Neil Rackham’s *Major Account Sales Strategy* Seminar
- Neil Rackham’s *SPIN Selling* Seminar
- Phillip Crosby’s *Quality Process* Seminar
- SEMPO and SEO Certification Training

EDUCATION

WESTERN KENTUCKY UNIVERSITY

Degrees in Marketing and Sales (1988) and Business Management (1987)

PROFESSIONAL REFERENCES

ROCKY MCELHANEY

Attorney, Rocky McElhaney Law Firm

- 615-491-0499
- Rocky@Rockylawfirm.com

JEFF CHERRY

Attorney, Lowery, Lowery & Cherry

- 615-477-4023
- JCherry@LoweryLaw.com

ADRIAN ALTSHULER

Attorney, Adrian H. Altshuler & Associates

- 615-400-6069
- AdrianAltshuler@yahoo.com

MIKE SHEPPARD

Attorney, Sheppard Law Group

- 615-423-6334
- mike@sheppardlawgroup.com

