

# MICHAEL C. MAHONEY

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www.RealtorMikeMahoney.com

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## SUMMARY

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Experienced and accomplished sales professional with over fifteen years of residential sales and business development experience. A team leader with a proven track record of generating new business through digital platforms while cultivating new relationships by moving people from online to in-person. A self motivated, results oriented professional with a creative mindset and passion for lead generation and strategic branding. Special areas of competence:

- Strategic business development
- Real estate sales and marketing
- Team leadership
- Customer Relationship Management System (CRM)
- Education and training
- Extensive understanding of Internet marketing
- Relationship building and recruiting
- Management of sales and referral pipelines
- Marketing and personal branding
- Property management
- Lead generation
- Profit and loss statements

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## PROFESSIONAL EXPERIENCE

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**RealtorMikeMahoney.com**, Greater Boston, MA  
**Real Estate Advisor**

2001 – present

- A top real agent affiliated with Century 21
- Develop customized marketing initiatives for properties
- Manage web design, digital and social media platforms to create cohesive branding for all properties
- Create and implement metric tracking system for all property branding campaigns and lead generation strategies
- Oversight and property management of residential properties for investors and bank owned homes
- Develop and implement sales strategies to grow business
- Assess and monitor efficiency of marketing plans and incorporate changes and improvements into future activities
- Conduct quarterly seminars and educational training sessions for sales agents to improve sales techniques and enhance social media presence and marketing
- Train and mentor employees, promoting strong and cooperative team environment
- Recruit sales professionals to join fast growing team
- Draft standard purchase and sales agreements and negotiate terms and conditions in coordination with attorneys and applicable parties
- Sold for 126 condominium units for one of the top Boston developers with a 50% sales rate prior to completion

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**Make it Rain Now**, Greater Boston, MA

2013 – present

***Internet Business Owner and Chief Executive Officer***

- Owner of sales and marketing business that teaches clients and customers how to generate new clients and retain and up-sell existing clients. At Make it Rain Now, we work with both product companies and service-based companies
- Develop and grow customer by using online Internet marketing strategies and offering one to one sales and marketing webinars resulting in immediate sales and long term residual income via a subscription models
- Training courses and webinars, including, but not limited to blogging, creating marketing collateral, sales funnels and conversion, Youtube video creation and channel management, Facebook advertising, variable print one to one advertising, Internet lead generation and monetization strategies
- Clients are predominantly generated and converted through my Youtube Channels
- Clients all over the United States using my services

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**The Business Alliance Network Group**, Norfolk County, MA

2014 – Present

***Founding member***

- Development of professional and business relationships in an effort to increase sales and productivity

- Identify and implement training opportunities for members
- Present weekly presentations to group of business professionals on sales, marketing and business development

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**Toastmasters International**, Boston, MA

2014-2016

*President*

*Vice President for Education*

- Participated as member of educational organization that operates clubs worldwide for the purpose of helping members improve their communication, public speaking, and leadership skills
- Developed educational and training opportunities for members

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**The Back Bay Business Networking Group**, Boston, MA

2008 – 2013

*President*

*Education Chair*

*Membership Committee*

- Developed business and professional relationships amongst entrepreneurs
- Grew the groups referral business to close to 1 million in closed business amongst members
- Delivered weekly motivational minutes written to inspire and motivate business to reach higher in their businesses

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**Availant**, Cambridge, MA

2000- 2001

*Sales Engineer*

- Sold Availant Enterprise software to Fortune 100 executives and their IT staff via face to face sales presentations as the tech guru for sales engagements
- Installed, configured and supported server management tool designed to keep mission critical Microsoft Exchange and SQL servers highly available by automating response to system problems
- Provided technical support to sales team, fully supporting customer installation and system integration
- Trained Compaq Field Sales Engineers (ASEs) on Availant based product(s) and the integration of the technology with the Compaq Proliant server product line
- Installed and configured product(s) at Compaq, Pacific Life Insurance, Qualcomm, NEC, DELL, APC, Skandia and Stratus

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**FullArmor Corporation**, Boston, MA

1999- 2000

*Sales Engineer/Technical Account Manager*

- Provided pre-sales technical support, presentations and product demonstrations to sales team
- Established proof of concept installations, strategic consulting and product marketing for implementation of FullArmor's Fazam, a set of enterprise management tools, which manage System Policy in the NT environment and Group policy in Windows 2000 and active directory
- Managed professional service delivery to high profile accounts (Dynergy, John Hancock, Brown Forman (Jack Daniels), Schlumberger and Standard Register
- Presented technical follow up education and training with clients
- Developed and maintained technical and professional relationships with clients
- Worked internally to ensure smooth transition between pre-sales technical work and post-sales consulting and technical support
- Established appropriate project timelines to ensure projects met completion dates
- Integrated product with 3rd party vendors virus and software deployment technologies

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**GTE Internetworking, Cambridge, MA** 1998-1999  
*IT Team Leader/ Analyst*

- Acted as team leader for the technology, solutions and deployment team
- Worked with line of business heads to determine goals of business unit and sourced and implemented technology that would allow them to reach goals
- Developed and managed the departmental intranet site
- Managed a group of desktop support technicians that supported 5000 users
- Scripted installation packages for automatic software delivery

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**Stop and Shop Supermarket, Quincy, MA** 1997-1998  
*Windows NT Project Leader*

- Automated the PC rollout process for Windows NT to the desktop using scripting kit in conjunction with GHOST resulting in company savings of \$5 million dollars.
- Researched, tested and installed a remote desktop software deployment and assessment management tool

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**Bank of Tokyo - Mitsubishi Capital Corporation, Boston, MA** 1996-1997  
*LAN Technician*

- Provided technical support and network administration of a Microsoft NT and Banyan Vines Network to a community of 400+ users. This environment included 13 Vines servers (Compaq, Proliant and Prosignia's), 2 Unix servers (SunOS), 7 NT servers running various third party applications to support 15 satellite offices throughout the U.S.
- Responsible for network administration, end-user support and training
- Implemented and maintained hardware and server for in-house users as well as remote offices
- Adept with the design, implementation, administration and support of client-server applications
- Migrated 500 users from Windows 3 to Windows 95 using automated techniques

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**EMC, Hopkinton, MA** 1995-1996  
*PC Technician*

- Provided desktop support to 400 users
- Maintained desktop, laptops and software applications for sales, marketing, legal, and executive staff
- Supported dial-in and remote connectivity
- Supported AS400 production application
- Identified as employee with best "call to closure" ratio of a twelve person support team consistently meeting quotas and objectives

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**Massachusetts Army National Guard** 1992-1997  
*2nd Lieutenant Infantry Rifle Platoon Leader*  
*1/182 Infantry*

- Commissioned Officer
- Qualified in leadership and human behavior, leadership theory and application, UCMJ law, moral reasoning for leaders, and basic human psychology
- Enlisted 11 Bravo and 11 Hotel soldier prior to completing Officer Candidate School
- Charged to lead a platoon of 40 infantry soldiers
- Issued orders to my unit which were in support of our overall battalion level battlefield missions
- Worked closely with other members of military in support of identified goals and objectives

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**EDUCATION**

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**Massachusetts College of Liberal Arts, North Adams, MA; Bachelor of Arts** May 1995  
Major: Sociology

**Catholic Memorial High School, Boston, MA; Diploma** June 1991

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**PROFESSIONAL AFFILIATIONS / EDUCATION**

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Mike Ferry Coaching  
Rich Levin Coaching  
Bob Fitzgerald Coaching  
National Association of Expert Advisors  
Institute for Luxury Home Marketing  
Craig Proctor Training  
M.A.P.S Coaching  
Greater Boston Real Estate Board  
National Association of Realtors  
Massachusetts Association of Realtors  
Walpole Chamber of Commerce  
Business Alliance Networking Group of Norfolk County