

# Mark Aaron Murnahan

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Proven business leader with a record of top percentile achievement and extensive experience in digital marketing strategy, brand management, and business development. Assets include analytic nature to seek all the dots and the strategic skills to connect them in the right order to produce organizational success.

## *Areas of Expertise:*

Management · Marketing · Business Planning · Brand Management · Strategy Development · Public Relations  
Digital Marketing · Search Engine Optimization · Social Media · Training & Mentoring · Information Technology

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## PROFESSIONAL EXPERIENCE

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### PRINCIPAL, 2001 – Present

YourNew.com, Inc. – Topeka, Kansas

Led the growth of an industry-leading wholesale Internet services company and excelled as Chief Executive Officer, Chief Marketing Officer, and Chief Technology Officer.

YourNew.com opened as a retail web development, digital marketing, and web hosting company in 2001, but quickly grew into a position of “the geeks behind the geeks”. Realizing strong purchasing authority and technology assets, we crafted the company into a top wholesale Internet access and hosting company providing technology services to more than 2,000 wholesale clients serving millions of end-users.

### *Selected Contributions:*

- ✓ Positioned company within the top three highest volume Internet access aggregators in USA – Statistics indicate a high probability that you have used one or more of our services.
- ✓ Directed personnel and technology assets in multiple locations internationally.
- ✓ Increased revenues in excess of 300% annually for three consecutive years by implementing cooperative marketing and industry training for wholesale clients.
- ✓ Produced a 50% increase in revenue by strategically negotiating with suppliers for the pricing sufficient to provide price-matching, while also yielding a 30% increase in profit.
- ✓ Built a technology industry client base of more than 2,000 wholesale buyers by integrating effective online and offline marketing.
- ✓ Improved company performance by defining the challenges of independent contractors and employees and implementing strategies to overcome them.
- ✓ Increased efficiency exponentially by developing systems to automate account provisioning and billing services across multiple complex technology platforms.

### MARKETING CONSULTANT, 2000 – Present

aWebGuy.com – Topeka, Kansas

Produce creative strategies and requisite research to uncover what people want, and how to reach them in ways which compel desired actions. Demonstrate the value of building networks, sharing knowledge, and creative branding. The blog at aWebGuy.com shares experience gained from more than two decades of independent marketing consulting and reflects extensive understanding of marketing strategy, creativity, analysis, and technology. As a personal brand, this experience and branding has produced thousands of industry and non-industry alliances which are primed for the benefit your company.

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*Professional Experience Continued****Selected Contributions:***

- ✓ Developed a vast social network including many strategic alliances with marketing professionals.
- ✓ Produced and managed hundreds of successful marketing campaigns.
- ✓ Educate clients and prospective clients on the advantages of top percentile marketing.
- ✓ Demonstrate marketing industry authority as top .2% most popular websites worldwide.
- ✓ Achieved ranking within the top 50,000 websites worldwide within first six months of launch.
- ✓ Presented marketing industry talks including search engine optimization and social media.
- ✓ Subscribe and read more at aWebGuy.com – it will not let you down.

**AUTHOR, 2009 – Present**

murnahan.com/books – Topeka, Kansas

Authored three books on topics of marketing, personal development, and motivation. Demonstrate extensive experience in winning through perseverance and creativity. Completed books are as follows:

- **Twitter for Business: Twitter for Friends** (marketing) – Published 2009 ISBN 0982497806
- **Living in the Storm** (motivational / personal development) – Published 2009 ISBN 0982497814
- **Diary of Betterment** (personal development) – Expected Release in 2012

**GENERAL MANAGER / LEAD DRIVER, 2005 – 2009**

YourNew.com Racing – Topeka, Kansas

Produced race team marketing, including earliest known live in-car auto racing webcast. Responsibilities included marketing, public relations, acquiring sponsorships, managing annual budget, purchasing, scheduling, training, and driving. Excelled by combining two passions, racing and marketing.

***Selected Contributions:***

- ✓ Produced a live in-car race webcast with live GPS streaming and live chat (see copmagnet.com).
- ✓ Achieved press coverage using strategic networking and promotions across 50 local markets.
- ✓ Increased sponsorship value and rewarded sponsors with calculated multimedia exposure and significant marketing resources at more than 20 world-class race courses across America.
- ✓ Finished 4<sup>th</sup> in class during 2007 One Lap of America.
- ✓ Drove to eight top ten overall finishes during 2008 One Lap of America.

**PRESIDENT, 1990 – 2000**

Aaron Marketing Group – Topeka, Kansas

Provided marketing consulting services for small to medium sized businesses in industries which include automotive, jewelry, medicine, industrial chemicals, satellite television, and more.

***Selected Contributions:***

- ✓ Successfully negotiated equity in under-capitalized, yet high-potential companies.
- ✓ Produced sales training programs and recruited trainers and sales managers.
- ✓ Gained early skills of online marketing beginning in 1996.
- ✓ Profitably merged with another company to form YourNew.com.