

Mike Clifford

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Professional Overview

20+ years of Engineering, Marketing/PR, and Sales experience in high tech, arts and entertainment fields, and environmental sciences, with specific focus on sustainable solutions, wastewater management, and climate change research

Core Qualifications

- Environmental campaign management
- Media relations across multiple fields
- Heavy client interaction background
- Strong presentation & training abilities
- Systems engineering/design
- Extensive research performed on climate change, sea level rise, wastewater issues, and energy policy
- Marketing experience via social media, web, email, text, phone
- Excellent written/verbal communication skills
- Content and collateral development
- Website development and basic HTML programming/editing ability
- PC program experience including MS Office, WordPress, MS Frontpage

Accomplishments

Successful environmental campaign manager with commendations from multiple NGO principals
Founded 3 successful high-tech startup companies that each went public
Top Video/Audio salesperson for VCON, Inc. 5 years in a row (high tech sales and marketing)
Designed complex audio/video switching and distribution systems for NASA and U.S. Air Force
Contributed heavily to multiple winning U.S. Government proposals
Nominated for 4 Texas Music Awards and received write-ups in Dallas News and other publications

Education

Bachelor of Science, Industrial Engineering
West Virginia University

Environmental Sciences Certificate (ongoing)
Austin Community College

Professional Experience

Greater Edwards Aquifer Alliance, Technical Research Director, November 2018 to Present
Perform technical research and community engagement related to Central Texas water issues. Also support legislative efforts regarding direct discharge of wastewater into hill country waterways. Direct actions, programs and policies related to preservation of Edwards Aquifer resources.

Save Barton Creek Association, Campaign Manager, May 2018 to October 2018

Led campaign against dumping of treated sewage into Texas Hill Country waterways. Wrote press releases and content that led to coverage from multiple central Texas media outlets including the Austin American-Statesman and KVUE News. Conducted research and coordinated outreach efforts among six different environmental groups and central Texas residents. Created web and social media content including a successful campaign video; drafting the script, doing primary photography, editing, voiceover, background music, and final production. Developed outreach strategies that helped double petition signatures in less than three months.

Gino's Vino Restaurant, Marketing and Social Media Coordinator, November 2016 to Current

Created restaurant website using online templates. Currently manage Facebook, Twitter, and Instagram presence. Developed email lists for various customer groups and work with owner to design new promotions. Efforts have helped double restaurant sales in 18 months.

MC Entertainment, Founder/CEO, July 2003 to May 2018

Created and implemented successful marketing plan for multi-service live music and DJ company. Handled bookings, accounting, and managed 3 different bands at one point. Have performed over 2000 events/shows in Austin and central Texas, with over 100 live radio and TV appearances. Released 5 critically acclaimed original music CDs.

VCON, Inc., VP Sales and Marketing (also VP OEM Sales), May 1995 to June 2003

Founded company by securing development contract with GTE for first ever single PC board video/audio codec. Established marketing program including collateral materials, focused targeting on key market segments, reseller training, and public relations/press. Developed channels of distribution for video/audio products, resulting in worldwide sales in \$40M in 2003.

Optibase, Inc., Director of Business Development, March 1992 to May 1995

Formulated and implemented strategies to transition company from JPEG image compression products to MPEG video/audio products. Helped secure key OEM accounts in the areas of ad insertion, cable TV, and broadcast video production.

MERET Optical Communications, Applications Engineer/Manager, February 1989 to October 1991

Developed key accounts including U.S. Air Force Cape Canaveral, NASA, Lockheed-Martin, McDonnell-Douglas, Northrop Grumman, Cray Supercomputer, Siemens, Phillips, and GE Medical. Designed video/audio switching/distribution systems using fiber optic networks.

Volunteer research work for Sierra Club (climate change) and King Tides Project (sea level rise)

Recent Publications

"Solving Two Problems With One Solution" for Sierra Club October 2018 Newsletter

"The Basics Of Beneficial Reuse In Texas" for Environment Texas Blog, September 2018

"South San Gabriel River Condition A Dire Wakeup Call For Central Texas" for NDS Website, July 2018