

**Michaele de Cygne**

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**Professional History 1992-2012****Objective:**

My primary aim is to work in a context that draws on the widest range of my skills and experience as possible, (including extensive music production experience, herein not represented), with emphasis on office support, customer support, datacenters, or other areas of the IT arena, or businesses involved in music entertainment, and the performing arts, (including the cyber tech crew for headline performers/entities.)

**Strengths and skills:**

- Exceptional team participant and leader;
- Excellent customer service and soft skills;
- Excellent verbal and written communications skills;
- Excellent technical communication skills;
- Ability to prioritize tasks;
- Excellent problem determination/trouble shooting skills;
- Dependable ability to work in a high-pressure dynamic environment and adjust to priority changes, managing stress with responsive rather than reactive behavior;
- Ability to work both independently with little supervision, as well as in a team environment;
- Well versed in MS Office, including Visio, plus some Project;
- TCP/IP knowledge and basic knowledge of routing and datacom troubleshooting;
- Building, provisioning/configuring, and installing servers for the following operating systems (OS): Windows 2000, Windows 2003, Windows XP, Windows 7, Linux (Debian, CentOS, Fedoram SUSE, Ubuntu), OS/X;
- Installing and connecting routers, switches, hubs and networking equipment;

- Extensive PC experience [from AT's and MS-DOS 2.0 to Windows 3.1-Win7];
- Capable of lifting more than 50 lbs.;
- Chronically positive attitude.

**Education:** Equivalent of B.S. degree in Computer Science. A+ and MCSE certification. (Currently, I'm formally pursuing a Bachelor of Business degree, with a specialization in International Business.)

**Experience:**

**2009-Present: Art of Pop, San Francisco, California** ~ [Self-employed; start-up; personally wearing all hats] ~ **President; Marketing and Promotion Director; Software Developer; Product Developer; Music Composer, Arranger, Performer and Producer; Web Designer...**

- Responsible for establishing and progressing the company vision, as well as all aspects of content planning, development, presentation and marketing for all divisions of the company, including
- Composing, arranging, performing and producing music and music inventory for the company's five profiles, i.e. Pop, Ethnic Electronica, Jazz, Meditation and Life Enhancement;
- Developing a broad inventory of cognitive and consciousness enhancement software embodying audio and audiovisual translations of the Tzolkin, including mobile media products;
- Directing and facilitating artist development relative to the company, overall, as well as for each of its profiles;
- Designing and developing all product presentation and ancillary content for all of the company's releases, including product specifications such as design, color, graphics and packaging;
- Planning and implementing the company's marketing and promotion initiatives;
- Designing and developing all promotional materials and presentations;
- Developing pricing strategies, balancing company objectives and customer satisfaction;
- Identifying, developing, and evaluating marketing strategy, based on knowledge of company objectives, market characteristics, and cost and markup factors;

- Formulating, coordinating and implementing marketing and promotional activities and policies to promote products and services;
- Managing product distribution, establishing distribution networks and developing distribution strategies;
- Compiling lists describing product or service offerings;
- Conducting economic and commercial research to identify potential markets for products and services;
- Designing and developing web sites for the company's corporate presentation, as well as for each of its profiles, including utilizing journalism skills to write and edit all web content and to keep content up-to-date and relevant;?
- Directing and facilitating all company product and profile promotions, including design of all marketing and promotional materials, developing effective HTML for newsletters, press releases, email, etc. to support marketing activities and establishing a presence for the company and its profiles on all primary social networks to support promotion and marketing efforts;
- Monitoring overall accessibility and usability of all company web sites, including providing regular maintenance and enhancement for all company web properties to ensure that they remain up-to-date, engaging and useful;
- Overseeing all customer service operations.

**2007-2009: UnitedLayer, Inc., San Francisco, California  
Datacenter Technician, Client Services Representative**

- Performed daily collocation/datacenter room inspections, (3 centers on 3 floors);
- Monitored all DC resources (power, cooling, and space) for all datacenters;
- Authorized and verified client access levels via the company's customer access list;
- Ran and patched network cables, including assembling and installing network media cross-connects, e.g. fiber optic, Cat5e/Cat6;
- Installed networking gear like servers, switches, routers, and more;
- Coordinated and lead client rack and cabinet installations or uninstallations;
- Ordered office supplies and food on a monthly basis;

- Shipped equipment to clients or RMAs to vendors;
- Received a variety of shipments on loading dock and allocated received materials to appropriate departments;
- Developed and/or documented technical and administrative procedures using HTML, MS Visio, Excel, and Adobe Acrobat;
- Posted and updated materials in the company Wiki;
- Answered and addressed or directed incoming telephone calls;
- Monitored incoming ticket queue;
- Generated issue tickets in accordance with standard operating procedures;
- Completed customer requests in the form of both verbal and written (tickets);
- Assisted customers as needed, e.g. provided carts, provided approved tools, and more;
- Unlocked and locked customer cages and cabinets;
- Escorted carrier representatives to the M.P.O.E. and Telco spine as needed;
- Trained other personnel as needed on technical and administrative matters; and
- Performed other duties as assigned by management.

**2006: Race Technologies, Inc., San Francisco, California  
Help Desk Technician**

- Provided customer service and technical support to internal and external customers relative to a variety of hardware and software issues;
- Installed and configured various flavors of Linux and WinXP on servers, setup servers in customer collocation racks, assisted customer with server restarting either directly or via setting up KVM connections;
- Applied hardware skills in repairing servers and customer PC systems;
- With company bases in San Francisco and Los Angeles, I completely organized their San Francisco field office, and essentially handled nearly all of the technical support issues for the office, and the company's

adjacent datacenter and collocation operations.

**2004/2005: Moderati, Inc, San Francisco, California  
Ringtone Composer**

Created MIDI renderings of popular hip-hop, R&B, rock, pop, and TV and movie themes for distribution as ringtones. Moderati, formerly Faith West, was the world's largest MIDI ringtone distributor. I had more compositions in the "Best of Moderati" than any of the company's other composers.

**2002 - 2003: SportsBasement.com, San Francisco, California  
Order Fulfillment Processor**

Operated several e-commerce applications, Internet and Intranet, to enable the company to fulfill Internet customer orders from its Mission Bay headquarters. Manually gathered products ordered online, from company's adjacent store, then packaged and processed order for same day shipment.

**2001 - 2002: Piedmont Choirs, Piedmont, California  
Database Developer**

- Developed relational database for the company's extensive music library
- Duties included updating the library's master catalog, analyzing each of the 4000+ individual manuscripts and scores to insure all pertinent data required by the company's artistic director and conductors are properly logged in the library's master catalog, using Excel and FileMaker Pro
- Also responsible for converting the data to SQL database and other formats that are Internet compatible, and developing and programming desktop and web interfaces for easy searching, sorting, and retrieval of such data.

**Nov. 2000 - Feb. 2001: IGallery.com, Sherman Oaks, California  
Sales Support Representative**

- Maintained company database of customer data necessary to provide adult content to adult web site webmasters
- Troubleshoot technical issues relative to errors in the streaming of videos and other adult entertainment, determined the source of the error, then collaborated with colleagues and vendors to resolve errors

- Using MS-Access, designed, programmed and successfully implemented a Sales Support Issue Tracking System that enabled the company to maintain an ongoing record of internal and external issues, i.e. company and webmaster issues, respectively, pertinent to job position in order to manage all sales support issues with more efficiency and to sort such issues according to date, time, customer, sales representative, type of issue, URL, billing and other key elements.

**Sept. 1999 - Sept. 2000: Stamps.com, Santa Monica, California**

**Mar. 2000 - Sept. 2000: Associate Quality Assurance Analyst**

- Wrote test scripts for and black box tested new versions of the company's domestic, Internet postage client [V. 2. 01, 2. 1, 2. 11 in Win 95, 98, NT and 2000], (which was an extremely different client from the 1. x version)
- Tested for backwards compatibility relative to the viability of 1. x user names/passwords/code words in the 2.x environment, as well as the functionality of the client's Printed Postage History, Purchased Postage History and [company to user] Message History functionality
- Voluntarily functioned as the exclusive QA analyst for the client's Help file, which had not been analyzed through 3 successive releases, and was in disarray
- Produced an excellent example of a comprehensive and user-friendly Help file that serves as a model of the candidate's technical editing skills.

**Dec. 1999 - Mar. 2000:**

**Quality Improvement [Quality Assurance] - Developer and Supervisor**

- Stamps.com's Customer Support mandate was to provide "legendary support". In keeping with their efforts to exceed industry standards for customer/technical support providers, I was selected to conceive, develop, implement, and supervise a quality improvement/quality assurance department for the entire customer support/technical support department.
- Delineated the criteria consistent with excellent customer support in several industries, implemented the best practices of industry leaders and competitors, and wrote a business etiquette manual for all support analysts to ensure that all analysts had extensive

knowledge of the criteria

- Developed a system to monitor the analysts' performance relative to these criteria, and developed, designed, programmed, and implemented a SQL [MS Access] database to track the individual performance of each agent. The database also contained analysts' performance data to assist customer support supervisors and managers in identifying weaknesses and providing guidance to raise their level of performance.
- Established a quality improvement system that, with minor adjustment to the database, was viable for all departments in the company. After successfully utilizing the system for two weeks, I supervised and trained a staff of four in the use of the system. These contributions resulted in one of the most significant advances for the company, profoundly increasing the level of the company's customer service performance prior to the company's outsourcing of the entire Tier 1 Customer Support operations to CompUSA
- Lead person responsible for building these criteria into the CompUSA's Stamps.com Customer Support model.

**Oct. 1999 - Dec. 1999: Tier 1 and Tier 2 Technical Support Analyst**

- Provided national support for the company's Internet postage client, version 1.1 for users with Windows 95, 98, and NT.
- Troubleshoot data communications, system configuration, and printer compatibility and configuration challenges to enable customers to successfully purchase and print viable U. S. postage from their PCs.

**Jul. 1997 - Jan. 2000: AT&T Worldnet Service, Burbank, California  
Customer Care Representative, Technical Support**

- Troubleshoot Internet data communications and software issues for WorldNet customers via telephone in a call center environment
- Demonstrated in-depth knowledge of Internet architecture, Windows 3. x, 95, 98, and NT communications and dial-up networking systems, modem configuration, Internet application configuration and use, [Internet Explorer 3. x, 4. x, 5. x and Netscape 3. x and 4. x and accompanying mail and news clients]

- Also demonstrated a working knowledge of anti-virus, chat, and ftp clients, as well as excellent written and oral communication skills.
- Strong multitasking skills were demonstrated while using several databases and applications to diagnose issues efficiently to determine correct resolutions for them, and to walk international customers through the steps inherent to implementing my resolutions
- Officially commended by the company for consistent excellence in all areas of customer care and technical support.

**May 1992 - Present The MÈRE Project Charitable Trust, Los Angeles, CA  
Executive Director, Music Director, Web Programmer and Design  
Consultant**

- Direct all operations of the trust.
- Determine the trust's goals and developed plans to successfully reach those goals.
- Responsible for budgeting, bookkeeping, maintaining all legal documents and managing the trust's fiduciary duties relative to it's legal responsibilities and its beneficiaries.
- Successfully managed the trust from its inception through its 5-year federal tax-exempt probation period in order for the trust to receive its official 501(c)(3) status.
- Developed and produced the trust's Internet presentation of music and multimedia products designed to elevate spiritual consciousness and whole body health.
- Responsible for developing and producing cross platform [pre-mp3] music software in multiple formats necessary to enable the trust to provide healing and spiritually regenerative music to the general public via the Internet.
- Responsible for the complete design, development, programming and maintenance of every area of the trust's web site, including rendering original graphics and configuring them for 'net presentation, with the requirement that the site must be based almost exclusively in HTML, to facilitate the trust's reaching the maximum number of users.

**References** are available upon request.

**Appendix:**

### **Operating Systems**

I am well versed and capable of advanced troubleshooting and providing guidance in the Windows operating system, going back to Win3.1. I am also experienced in installing, configuring and using Unix/Linux and Mac OS/X x86.

### **Technical Support and Helpdesk**

I am an excellent troubleshooter in the Windows platform, who is able to sift layer by layer through technical challenges to reach their cruxes, to clearly communicate those cruxes to all persons associated with the sources of the challenges, to reach viable solutions to them and to self-implement those solutions or to smoothly guide others, such as customers or associates, through the resolution process when the solutions and resolution process are the candidate's responsibility.

### **PC Databases**

I have intermediate to advanced skills using MS Access to develop standalone PC databases and Access databases that integrate with Oracle and other SQL databases. I am very good at developing UIs that allow for maximum efficiency of database access and data manipulation. I have also intermediate skill in the use of FileMaker Pro.

### **Software Testing**

I am experienced in blackbox testing using product specs to develop test scripts and running scripts on successive builds to determine viability of product functionality relative to the area(s) assigned to test, as well as other areas of the product when apparent anomalies occur. I am excellent at tracking down bugs and presenting detailed written analysis of the bug and how to recreate the bug in light of the product specs.

### **Technical Writer**

I have very well developed expository writing skills. I am able to use product specs to give very clear and lucid explanations of product features and functions. I am great at demystifying the "techno speak", enabling the user to quickly acquire understanding of the product and skill required for its use.

### **Web Design and Development**

I am a clean web designer and an excellent HTML programmer. I am very good at using HTML to develop creative, concise web sites using tables and frames to create uncluttered, smooth, and aesthetically pleasing presentations that allow site users to easily navigate complex information sites without experiencing clutter and congestion, confusing routes to access site info on multiple levels or long loading times. I began learning PHP, and I enjoy it very much; I am still a novice, and I will attain excellence in PHP programming with the opportunity to do so in an applied, i.e. on the job situation. I also began learning DHTML and would like the opportunity to work in an environment that accommodates

increasing proficiency in JavaScript and DHTML.

### **Web Streaming Video and Audio**

I am able to create audio files in all web formats, and to optimize sound quality to produce optimum sound in various kbps sampling rates to accommodate differing 'net connections and streaming audio applications.

### **Web graphics**

I am good at basic web graphics design, modifying scanned images and photographs to create new images, and maximizing image quality and size for best web presentation and quickest download speed, primarily using Paint Shop Pro. I have experience with Corel Draw, Photoshop, and Illustrator, and I can learn and master those apps very quick if given the opportunity to do so.

### **Additional Services**

I can also provide other additional administrative and operations services such as customer service, receptionist, office assistant, light bookkeeping, filing, scheduling, budget planning, and technical, business plan, proposal and grant Writing.

### **Adjunct Skill Set: Music and Digital Audio (Technical and Creative)**

I have 30+ years of experience in digital music composition and production. I am a highly skilled MIDI programmer and music producer, with extensive experience in audio editing and conversion, and additional expertise in music notation (using Finale, with some experience using Sibelius.) Extensive experience installing and configuring DAWs and a variety of VSTi's and sound generation and editing tools, including Reason 1-5, Sonar 2-X1, Cubase 3-4, Nuendo, Ableton 8, Logic, Native Instruments, Waves, Soundforge, and Goldwave primarily on the PC platform, but with MOTU and ProTools experience as well. I am also highly skilled in music direction relative to bands and vocal groups. My added value in this context is video editing and post production.