

Michael Scott Rizzo

Consulting – Marketing – Design

Industries Served

Cannabis – CBD, Nutritional Supplements, Skin Care, Health & Beauty Retail Merchandise

Summary

I excel in effective branding, marketing and management solutions for businesses. Put my years of experience leveraging digital and conventional media to work for your company. Specializing in website design, Amazon, Ebay, print media and commercial signage. Whether you need search engine optimization, social media management or a review of your marketing efforts call me for fresh ideas that get results.

Competencies

- Website Design & Re-Design
- Word-press & CMS Installation
- Open Source Shopping Carts
- Web Payment Systems

- Digital Media Design
- Commercial Sign Design
- Logo Creation & Branding
- Print Media Design

- eBay, Walmart & Amazon
- 3Rd Party Sales Channel Setup
- Geo Fencing And Local SEO
- SEO, SEM And Email Marketing

- Website Hosting Management
- MySQL Databases
- CPANEL Management
- Website Server Migration

- Strategic Marketing
- Facebook, Google Plus Pages
- Social Branding Design

- Sales Copy
- Competition Analysis
- Piggy Back Marketing



Experience

Brick & Mortar Cannabis Hemp Dispensary

Doc Green Well Hemp Dispensary
Broad Spectrum CBD Wellness Products
<http://www.docgreenwell.com>
Doc Green Well CBD Dispensary, 2018 - Present

Global E-Commerce

Online Sales of Health, Wellness, Beauty and Electronics.
JAM Ecommerce, 2010 – Present

Digital Marketing

Marketing, design and sales of websites, print media and commercial signage.
Short Circuit Studios, 1999 – Present

Brick & Mortar Music Store

Retail & School Musical Instrument Sales,
Repair and Rentals, Musical Arts School
Jam Shack Music, 2005 – 2012

Brick & Mortar Tanning Salon

10 Bed Tanning Salon, Retail Merchandise And Membership Sales
Tantastic - 1991 – 1994

Real Estate Developer

Residential & Commercial Construction And Development
1988 – 2006

Education

Certified Internet Webmaster

Pro Soft – New Horizons
2001 Rochester NY

Visual & Industrial Arts

GCSD Greece Arcadia
1982 Greece NY