

*Michael B. Maine*

Résumé

*Socially Responsible Marketing. Social Entrepreneurship*

The morality of marketing is this: you need to be able to stand up and acknowledge that you're doing what you're doing. "By marketing this product in this beautiful packaging, I'm causing a landfill to get filled a lot faster, but that's okay with me." Marketers can't say, "Hey, the market spoke. It's not my decision." – Seth Godin

***Socially Responsible Marketing...***

“Social entrepreneurship is a process by which citizens build or transform institutions to advance solutions to social problems, such as poverty, illness, illiteracy, environmental destruction, human rights abuses and corruption, in order to make life better for many.” – David Bornstein and Susan Davis

*Social Entrepreneurship...*

## ***Me:***

I am the type of person who just can't accept things for the way they are. I like to research and grow everyday. When it comes down to it, I just really love to learn. I'm crazy about business, sociology, communication, and marketing. I think social awareness is the key to many of life's problems. People who know me say that I am one of the most social people they know. I feel like we can learn something from everybody...

## ***Interests:***

When I'm not working, I like to spend my leisure time reading, playing basketball, running, traveling, writing, and connecting with others...

# ***About Me...***

I refuse to settle for mediocrity and bring passion, enthusiasm, and dedication to everything I work on and everybody I work with. If you need a strategic thinker, problem solver, and communicator, I would love to discuss any opportunities for which there may be a fit. I think what sets me apart from others is my genuine love of people, the ability to assume many different roles, and my desire to continuously learn, grow, and become better. I crowdsurfed to see why others might want to work with me. They said that I:

- Am easy to work with
- A team player
- Stay positive
- Consistently strive to improve myself and others
- Am dedicated and hard working
- Friendly, respectful, and outgoing
- Conscientious in my relationships
- Entrepreneurial

*Why Work With Me...*

*Southwestern University...*

*2003 - 2007*



At Southwestern University, I studied Business and minored in both Sociology and Communication Studies. In the classroom, two experiences marked critical points in my academic career. The first was my experience with business professor Dr. Don Parks, who taught me that I don't have to choose between social activism and business success, but can (and should) merge the two. The second was my experience with sociology professor Dr. María Lowe, who forced me to step out of my academic comfort zone and opened my eyes to social problems and processes I never knew existed. Today both serve as mentors.

Outside of the classroom I was involved in Cross Country and Track, and held leadership positions in I.C.E. (Intellectual Carriers of Enlightenment), Ebony, Latinos Unidos and Community Chest. Today I sit on the Alumni Board and continue to help develop the business curriculum with a specific focus on the role of a liberal arts education in the workforce.

# *La Esperanza, Honduras...*

*2005*



My trip to Honduras was one of the most life-changing experiences I've ever had. In 2005, I spent a week in the city La Esperanza (The Hope) to donate and install computers in low-income elementary schools. The goal was to allow the local people to use technology in order to innovate solutions for problems within their own culture. We didn't want ethnocentrism to interfere with sustainable change.

After all was said and done I think I received the better end of the deal. Seeing the excited faces of children who, for the first time, had the opportunity to look at a computer monitor or touch a book put my goals in clear focus. It also made clear to me the important role that culture must play when developing solutions to various issues.

*Guanajuato, México...*

*2006*



México is a place I've always wanted to experience. The summer after my junior year at Southwestern University I had the chance to study abroad in the city of Guanajuato, home of such cultural icons as Diego Rivera and Frida Kahlo. During my six weeks there I studied Spanish language and Mexican culture. However, the activities outside of the classroom provided the best experiences. I lived with a family who took me in as their own. I spent most of my time away from my English-speaking classmates and immersed in the local scene. Walking down the street with my little brother Jesús, learning by listening to the history of the city, eating traditional meals, and playing basketball in Spanish allowed me to leave with a proficiency in the language and a better understanding of myself.

*Santiago, Chile...*

*2009*



In 2009 I accomplished my goal of working abroad. Chile posed a unique opportunity in that I went completely solo and immediately immerse myself into Chilean culture. I taught English at Bridge-Linguathec to professionals part-time and worked full-time for Albagli-Zaliasnik, an international law firm. What started as a research position transformed into one where I developed the international marketing strategy and created and implemented internal processes to streamline repetitive functions—saving time and freeing people to be more effective. I introduced databases to increase efficiency and reduce errors, their social media strategy, consulted them on their *website*, and developed partnerships with other law firms, media outlets, and chambers of commerce in various countries in Europe, Asia, the United States, and Latin America.

My experiences taught me how business cultures vary internationally and how to develop plans with those cultures in mind. Learning about the class system in Chile led me to decide to work to mitigate social injustices through social entrepreneurship. Click *here* to read the article that I was inspired to write after a conversation with a colleague at the law firm.

*Interlex Communications, Inc...*

*2010 - Current*

# interlex

*join the journey*

Currently I am the business development coordinator and member of the strategic development team at Interlex Communications, Inc., a full-service, socially conscious marketing firm. For the company, I write proposals, build strategic relationships, and develop internal processes. For clients I design marketing campaigns and perform market research. Some of the clients with whom I have worked include the National Education Association (NEA), the American Cancer Society (ACS), Centers of Science in the Public Interest (CSPI), and TracFone Wireless. We primarily focus on public health, education, and telecommunications. {15}

*Red, Brown and Blue... 2010 - Current*



Red, Brown and Blue is a multicultural news source that provides social commentary on politics, health, business, and other issues. I am a regular contributor, covering social responsibility, globalism, economics, and social entrepreneurship.

*The Real Tagline...*

*2010 - Current*



I created *The Real Tagline* as a fun project on the side. I enjoy reading the comments that witty people leave about branding so I created this website with the following description:

Companies spend a lot of time, effort, and money into creating the perfect phrase – or tagline – to entice you to purchase their products and services. They hire advertising agencies, branding gurus and name consultants. They hold focus groups and interviews. They even mine countless databases and syndicated research to develop the message they believe will most likely prompt you into action. Sometimes they work. Sometimes they don't.

Here is your chance to tell the companies (and everybody else) what tagline accurately depicts the images of their brands. Each day I will post a new brand. Your job is to leave a comment with the best tagline you can come up with.

*MichaelBMaine.com...*

*2009 - Current*



Everyday is a learning experience, and my personal website is where I chronicle the insights and updates from my life. I write mostly about marketing, networking, and business but also share personal insights such as favorite quotes, things that interest me, and things I find funny.

*Contact Me...*

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