



Experience and Bio's of Executive Team

Matthew O'Brien – Founder/CEO

Avid risk taker that enjoys challenges personally and professionally. With about 20 years of experience in the digital media world, Matthew has worked for and with Fortune 500 businesses and has built companies from start up stage to exit strategy. He recently launched a social media marketing technology to bridge the gap between search marketing and social media to maximize the effectiveness of online businesses in the Internet world. Launched World Webinar Network | Social Media Marketing Seminars and Webinars and most recently helped create and serves as a board member of the first interactive marketing association in Arizona (AZIMA) that brings best in class marketing, sales and leadership minds together to help businesses understand and embrace the power of social networking to impact their bottom line. Matthew is an active volunteer with many non-profit agencies and a member of the community relations team for St. Vincent de Paul.

[Matt O'Brien](#) has over 19 years of experience in the digital media; starting with a Fortune 500 company and running Internet technology companies from start up stage to exit strategy. In addition to founding Mint Social, Matt has developed educational curriculum that brings the best marketing, sales and leadership minds together to help businesses quickly and efficiently implement social media to impact their bottom line.

Mint Social is a [social media marketing](#) and online branding company that accelerates online marketing by building content engines to increase visibility and reputation in search engines (Google, Yahoo, Bing) and in social networks (where over 70% of all traffic on the Internet is). Mint Social helps businesses understand (through implementation) why social media and online branding is critical to online marketing success and provides the tools for delivering measurable results along the way.



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Experience and Bio's

Steve Heideman – Chief Technology Officer

I built my first website in 1998 for a small mortgage company that I worked for at the time. I have been following my techno-lust ever since. I spent over ten years in the real estate finance field, and had my own radio show for 2 years as well. In 2005, I became the executive director for a small start up non-profit dedicated to consumer advocacy in the real estate lending field. Because we were small and on a limited budget, I began blogging as a marketing tactic. I soon found that I really enjoyed it and it was really powerful for getting traffic to our website to grow our membership. That blog led me to be asked by the Wall St. Journal Digital Network to start being a writer and “Guru” for their Filife property which I did for about 2 years. Through that time web 2.0 and social media really started to explode and I just stayed with it—developing tools, tactics and strategies that worked for marketing my own personal finance business. In one of the worst real estate markets in history, my business actually grew slightly—all because of social media. So, I know first-hand that this stuff works!

After meeting Matt O'Brien, I knew that I had found a like minded web native. We began doing seminars on social media for our [World Webinar Network](#) in January of 2008 here in Scottsdale.

In December of 2008, I joined Mint Social full time and have not looked back. We have had the privilege of working with some top notch companies and helping develop and execute their social media marketing initiatives. Now we proudly service dozens of clients in several different market verticals. The future of this burgeoning media and it's power for helping businesses communicate better with their clients and prospects is very exciting and I look forward to finding out what comes next!



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Experience and Bio's

Shannon Bradley – Digital Media Director

Shannon has over 15 years of marketing experience with extensive experience in implementing marketing plans that include direct mail, advertising, promotions, trade shows & seminars, public relations, and branding. In recent years, I turned more toward email marketing and social media marketing.

Possessing superior project management skills as well as product launch experience, I created and implemented integrated marketing campaigns that incorporated a brochures, direct mail, sell sheets, postcards, posters, promotional items, trade show materials and internal & customer facing seminars. A specialty area of mine is customizing national campaigns and to give a localized flavor and appeal to the target market as well as specific niches and markets.

I launched a green marketing campaign with traditional trade publication business that reduced costs and increased efficiency by enabling subscribers to sign up for the print product but also electronic newsletter offerings at the same time, boosting traffic & delivery numbers for greater advertiser impact as well as reducing renewal costs.

I've managed 100's of events, tradeshow and seminars that included merchandising, sponsorships and company sales while working in the sports marketing & legal industry. Specialty areas include marketing communications, direct marketing, trade show, project management, implementation, creative services, and social media marketing



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