

MICHAEL LaPIANA

EDUCATION

1993

SALEM STATE COLLEGE

Bachelor in Business Administration
Concentration: Marketing

EXPERIENCE

8/2016 - Present

CITY OF SOMERVILLE

(Acting) Animal Control Officer

3/2008 – 8/2016

CITY OF SOMERVILLE

Office of Traffic and Parking

- Responsible for supporting and enforcing Traffic and Parking laws within the City
- Provided on-the-job training to new employees

2000 – 2005

LaPIANA INSURANCE AGENCY

- Co-owned and managed two full service insurance agencies
- Responsible for all sales and marketing activities:
 - Performed market analyses to determine opportunities
 - Generated new business
 - Expanded client base to become agency-of-choice among underserved local minority and immigrant population
 - Analyzed needs of niche market clients and provided specialized services as needed to facilitate sales and service
 - Provided exceptional customer service and satisfaction
- Upgraded computer information system to allow automated, seamless communication with Massachusetts Registry of Motor Vehicles and affiliated insurance agencies
- Managed all administrative duties for both offices, developing exceptional time and resource management skills
- Received Somerville Journal's "Reader's Choice" Award for Best Insurance Agency

1997 – 2000

UNIVERSAL OFFICE SERVICES

- Responsible for growth of new cubicle installation company from single employee to profitable 45 employee operation
- Managed all sales and marketing activities to build and maintain client base
- Scheduled and managed project timelines for all installations
- Managed inventory system
- Supervised job sites and installations
- Managed office and supervised 5 administrative and up to 40 installation staff

1994 – 1997

MASSACHUSETTS FAIR PLAN INSURANCE COMPANY

- Property Inspector, promoted from Customer Service Representative
- Inspected new risks to determine proper insurance classification

REFERENCES

Provided upon request