

# David F. Thomas

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## **Contiki Vacations – USA Marketing Department**

### **Online Project Manager - September 2009 to present**

Managed AdWords account, monitored performance goals using Google Analytics, coordinated bi-monthly auctions, provided data from CRM and other sources, administered surveys, sent newsletters, created specialized content for the website, training and assisting other team members as necessary. Also optimized existing content for better SEO as landing pages. Reported to Director of Marketing & Key Accounts.

- Defined KPI's for several facets of online marketing, then monitored trends and adapting behavior accordingly.
- Doubled newsletter open rate from 9 to 18% by optimizing recipient lists, thereby decreasing monthly spend.
- Optimized ad campaign for best ROI on nearly \$100K annual spend.
- Utilized social networks to gain immediate insights, and survey opinions regarding products and behavior.
- Maximized use of existing CMS for website, while also finding & testing new technologies for additional use.
- Analyzed origin to conversion of customer lifecycle, dependent on demographic information.

## **Contiki Holidays – Global Web Team**

### **Development Project Manager - September 2008 to September 2009**

Coordinated web resources for eight selling regions around the world, utilizing web communication tools for project tracking. Also ran monthly reports, heavily based on Google Analytics data and other internal tracking tools.

- Managed team during relocation to London office, and trained new director and replacement project manager.
- Documented processes, systems, and tools used by global web team to facilitate more effective use of time.
- Found, tested and recommended new resources as needed by department.
- Communicated technical requirements to external developers and validated completed against specifications.
- Coordinated needs from 8 worldwide teams, managing assets and distributing resources accordingly.

## **Visual Perspectives Internet, Inc.**

### **Project Manager - January 2007 to July 2008**

Within the web-development agency, I was responsible for several dozen projects, including government sites, small and medium-sized business sites and well-known entertainment clients. Daily activities included interpreting and assigning client requests, delegating tasks and coordination of resources within a matrix environment for maintenance and development of web sites and systems. Also planned and documented website features.

- Created database design for programmers to build and maintain.
- Assisted in developing a proprietary ticketing system for resident feedback and internal task management.
- Documented systems by creating help files for external and internal clients to improve their experience.
- Managed high volume workload, delegating efficiently with follow through until task/project completion.
- Resolved customer concerns by providing training online, in person and over the phone.

### **Director of Quality Assurance - September 2005 to July 2008**

Responsible for improving the quality of projects produced as a company, creating a business plan for department, and training members and other staff. Also documented and updated internal processes and procedures.

- Created new QA department to oversee and test projects for company's growing clientele and increasing staff.
- Tested over 150 games, assuring rigid standards, within a 6 week launch window of a national campaign.
- Established quality standards and measures to reduce errors, thus improving company-wide production.
- Coordinated business intelligence and analysis of data for both internal and client reports.
- Conducted weekly one on one meetings to improve communication and mentor team members.

### **Web Developer & Project Manager - February 2000 to October 2006**

Responsible for creating content, programming, database creation, managing site code, coordinating new feature launches directly with client.

- Managed mary-kateandashley.com, affiliated sub sites and additional projects including ads and a paid fan club.
- Initiated unique content creation to add variety and seasonal variance to site logo and general design.
- Maintained sites constantly, providing daily feedback, achieving milestones and meeting deadlines.
- Assisted in marketing and software engineering as well as development for many other clients.
- Utilized web languages, protocols and tools, including: HTML, PHP, MySQL, Javascript, XML, RSS, CSS

Employee of the Year – Contiki Vacations - 2009

BA Industrial/Organizational Psychology 1997, California State University – San Bernardino

Eagle Scout – Boy Scouts of America