

David F. Thomas

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Online Project Manager - July 2009 to present – USA Marketing Department – Contiki Vacations

Created & Managed AdWords PPC campaigns, developed specialized website content for better SEO as landing pages, monitored performance goals using Google Analytics, coordinated bi-monthly auctions, provided data from CRM and other sources, administered surveys, coded and sent newsletters, created specialized online content, trained and assisting other team members as necessary. Reported to Director of Marketing & Key Accounts.

- Doubled newsletter open rate to 18% by optimizing recipient lists, thereby saving \$2K from monthly budget.
- Optimized branded ad campaign with over 100% ROI and awareness campaigns totaling \$9K monthly spend.
- 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 psychographic and demographic information.
- Conducted and analyzed surveys to determine prospect interest and past passenger motivations for purchase.
- Generated dozens of additional bookings through privately-hosted auctions and also increased brand awareness.
- Utilized social networks to gain immediate insights, and survey opinions regarding products and behavior.

Development Project Manager - September 2008 to July 2009 – Global Web Team – Contiki Holidays

Coordinated web resources for 8 selling regions around the world, managing assets and distributing resources accordingly. Utilized web communication tools for project tracking and successive iterations of website. Compiled monthly performance reports from Google Analytics and other internal tracking data. Provided support to agents. Found, tested and recommended new resources as needed by department. Reported to Global Web Director.

- 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.
- Communicated technical requirements to external developers and validated completed against specifications.
- Participated in weekly calls with affiliated international brands regarding ecommerce system development.

Project Manager - January 2007 to July 2008 – Visual Perspectives Internet, Inc.

Responsible for several dozen projects within the web-development agency, including government sites, small and medium-sized business sites and many well-known entertainment clients. Planned, documented and tested website designs, features & functionality, as well as creating database architecture. Daily activities included interpreting and assigning client requests, delegating tasks and managing resource coordination within a matrix environment.

- Aided in development of resident response system, reducing response time by 33%, saving \$1MM annually.
- 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 – Visual Perspectives Internet, Inc.

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 & measurements to track and reduce errors, improving company-wide production.
- Coordinated business intelligence and analysis of data for both internal and client reports.
- Conducted weekly one on one meetings with directs to improve communication and mentor team members.

Web Developer & Project Manager - February 2000 to October 2006 – Visual Perspectives Internet, Inc.

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

- Managed mary-kateandashley.com, affiliated sites and additional projects including ad buys 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.
- Delegated development of flash content and design work to other team members for optimal results.
- 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