

David F. Thomas

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

Managed AdWords account, created and optimized specialized website content for better SEO as landing pages, monitored performance goals using Google Analytics, coordinated bi-monthly auctions, collected and analyzed data from CRM and other sources, administered surveys, managed newsletter delivery, trained and assisted team.

- Created landing pages to facilitate better SEO and funnel traffic through specific calls to action.
- 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 campaigns for best ROI on monthly spend of as much as \$9K.
- Coordinated efforts with sister companies to increase efficiency and effectiveness of new campaigns.
- Utilized social networks to gain immediate insights, and survey opinions regarding products and behavior.
- Analyzed origin to conversion of customer lifecycle, dependent on demographic information.

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

Coordinated web resources for eight selling regions around the world, utilizing web communication tools for project tracking. Created monthly reports using Google Analytics data and other tracking systems.

- 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.
- Trained staff on the latest web tools to enable better collaboration and task ticket management.
- Communicated technical requirements to external developers and validated completed against specifications.

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

Responsible for several dozen projects within the web development agency, including city and county government sites, B2B and B2C sites and high-profile entertainment clients. Interpreted and assigned requests, delegated tasks and coordinated resources within a matrix environment for development of websites and online systems.

- Created database structure and methodology 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.

September 2005 to July 2008 – Director of Quality Assurance – 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.
- Coordinated business intelligence and analysis of data for both internal and client reports.

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

Responsible for creating content, optimizing with link bait, programming, database creation, managing site code, coordinating new feature launches directly with client. Utilized HTML, PHP, MySQL, Javascript, CSS, and RSS.

- 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 brand 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.

December 1994 to present – Photographer & Owner – David Thomas Photography

Responsible for photography, marketing, sales, advertising, customer service, graphic design, Internet programming, web site design and maintenance, purchasing, equipment maintenance, market research and database management.

- Designed several iterations of website, revising to meet customer needs and better promote available services.
- Photographed hundreds of events, portrait clients and products as an independent professional.
- Mentored countless associates with personal development through assignments and critiques.

Employee of the Year – Contiki Vacations - 2009

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

Eagle Scout – Boy Scouts of America