

# Alex Thomas

## Marketing Director

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## CAREER PROFILE

I've been in the digital space for 25+ years, managing the production of digital marketing, corporate (B2B) and consumer (B2C) websites, video games, and software. My clients range from startups to Fortune 100 companies, established brands, and rising sports teams.

With my leadership teams have produced B2B websites, consumer sites, e-commerce sites, integrated marketing campaigns, gained startup experience, product launches, rebranding, UI design, analytics analysis, and content marketing. In addition, I've participated in SWOT analysis, strategy sessions, and new business pitches. I have cast talent and managed photo shoots, motion capture, drone video, testing, and quality assurance. I've managed large teams, remote teams, interactive departments, and advertising agencies.

## PROFESSIONAL COMPETENCIES

With sound decision-making and great interpersonal skills, I've maintained long-term client and partner relationships. I've performed team building, project scheduling, and budgets, managed contractors, provided account service, performed due diligence, managed production, provided website maintenance, SEO/SEM, and Google Ad words, set client expectations, managed difficult clients, and salvaged failing projects.

## CAREER HIGHLIGHTS

- Performed a year-long investigation into how enterprise-level companies can incorporate A.I. tools to improve creative output and decrease workloads on their employees.
- Helped take DNA Cycling, a fledgling women's cycling team, to an elite level over the last 10 years.
- Performed a marketing and identity audit of Vital Smarts, a leader in corporate HR training, with their 20-person marketing team. We helped them improve their internal marketing efforts and built a CMS to allow them to evolve their brand experience going forward.

- For Project Healthy Children we built a site as a presentation tool to increase grants from humanitarian organizations and educate the public.
- For Markosian Auto, a used car dealer franchise, we integrated their new inventory site with their legacy database system and implemented improved UI and AJAX live search.
- Helped a legacy CPG food producer increase awareness of its less popular products and support efforts to gain more shelf space in grocery stores, all while giving the company a modern appearance.
- Helped rebrand Compax, a plastics manufacturer, to attract new engineers, product buyers, and younger partners. We designed a new logo, a new site, a new trade show booth, signage, etc.
- For Futura Industries, a large-scale aluminum manufacturer, we increased web leads 400%, and provided customer education and an e-commerce-ready catalog of all of their parts.
- Launched Intel's first B2B worldwide initiative in its history.
- Designed and produced a video game for EAI that Activision published among other games for publishers like Sierra and Hasbro.

## PROFESSIONAL EXPERIENCE

**Sr Marketing Manager/A.I.Strategist - VSP (Vision Service Plan) (01/2023 - 04/2024)**

VSP (Vision Service Plan) is one of the largest vision companies in the world, with a network of doctors, fashion frame designers, and distribution while providing vision insurance.

These points highlight my role in fostering innovative collaborations, enhancing user experiences, leading multimedia projects, and pioneering virtual content creation.

- Spearheaded the creation of compelling voiceover content, enhancing brand presence and audience engagement.
- Directed a series of successful branding campaigns, reinforcing corporate identity and increasing market visibility.
- Efficiently coordinated remote photoshoots, capturing high-quality imagery that reflects the brand's values and aesthetics.
- Designed and implemented strategic process improvements for job management, internal projects, and procurement, resulting in streamlined operations and cost savings.
- Partnered with Getty Images on the renowned Getty Custom Content program to produce a diverse portfolio of creative stock photography, showcasing global perspectives.
- Transformed an enterprise-level photography database, delivering an intuitive and enhanced user experience tailored for both novice and power users with a focus on browsing versus pure search.

- Led cross-functional teams in synchronized efforts for photoshoots, audio recordings, and cutting-edge A.I. voice/image generation, setting new quality standards in multimedia production.
- Orchestrated the production of a groundbreaking virtual photoshoot in collaboration with Getty Customs, pushing the boundaries of digital photography.
- Collaborated with top-tier A.I. voice generation firms to evaluate and integrate advanced voice features within a major enterprise, setting a benchmark for industry innovation.
- Engineered a robust workflow for training A.I. voice applications, ensuring seamless adoption and superior performance.
- Conducted an extensive company-wide analysis of A.I. applications, from enhancing creative campaigns to optimizing internal functions such as marketing, communications, HR, and educational initiatives.
- Developed a comprehensive A.I. solution that revolutionized productivity and operational efficiency within the creative department.

### **Production Director - *Attract Interact (05/2009 - 01/2023)***

Attract Interact is a full-service digital marketing agency built by senior-level creatives and developers.

- Led production, managed vendors, interviewed talent, secured contractors, assessed software, renewed licenses, secured usage rights, and ensured NDAs.
- Performed customer audits and deep dive strategy sessions.
- Set client expectations by outlining my team's development process, defining client dependencies, and a calendar of milestones.
- Consulted for new business start-ups regarding development planning and likely pitfalls.
- Managed and presented new business pitches.
- Developed production estimates, budgets, and timelines.

### **Digital Marketing Manager - *CBRE (05/2003 - 06/2009)***

CBRE is the largest commercial real estate company in the world.

- Team lead, project manager, and due diligence specialist and generally very service-oriented.
- Created and managed offline and online marketing tactics, reviewed analytics for insight, conducted database queries, published site edits, conducted email marketing, produced collateral pieces, and ensured quality control.
- Member of and contributor to the "Private Client Group," at the bleeding edge of real estate digital marketing within this massive international corporation. Utilizing various digital tools to service clients and reach our desired customer base.
- Conduct research and market investigation. Responsible for information collection, verification, and accuracy.

## **Director of Internet Development - Studeo (04/2001 - 05/2003)**

Studeo is a traditional advertising agency with a strong interactive department.

- Built the agency's Interactive department, improving workflow, monetizing skill sets, and improving morale.
- The agency's primary website architect, offering analysis, site and flow mapping, and outlining functionality expectations.
- Led analysis of web trends and developed guidelines.
- Provided client service, led presentations, and assisted with new business pitches.
- Managed integrated campaigns including email marketing, banner advertising, and CD Roms.
- Developed an internal process that was highly organized and stressed attention to detail.

## **Senior Interactive Producer - EURO RSCG DSW Partners (02/1999 - 03/2001)**

DSW was the premier interactive marketing agency in the world.

- Spearheaded Intel's first B2B web property - the Intel e-Business Center. Although it was a content-heavy site with bi-weekly launches that needed EU localization and approval, my team reached our six-month anniversary of manually managing a continually evolving site without a single error or missed deadline. For this, I received commendations from high-ranking Intel officials.
- Managed interactive production schedules, created budgets, and timelines, assembled project teams, and interfaced with client contacts.
- Authored process documents.
- Developed my first skills in content strategy.
- Managed multiple vendors, negotiated contracts, ensured quality control, and adherence to style guides, coordinated proofreading rounds, tested browser compatibility, utilized our in-house QA lab for testing, and provided team motivation during crunch time.
- Coordinated worldwide launches of integrated media campaigns through collaboration with great attention to detail.

## **Lead Game Designer - Engineering Animation Inc. (05/1996 - 02/1999)**

EAI was a gaming company that produced video games for the PC and gaming consoles.

- Served as lead game designer while managing the production of PC and console video game titles.
- Created and pitched an original game concept to leaders in the industry.
- Created team, outlined asset needs, cast talent, scripted sequences, and choreographed motion capture.

- Presented game demo for “Legend of the Five Rings” on the floor of the 1998 E3 in Atlanta, Georgia. Wrote game previews for game magazines.

## EDUCATION

**BS in Economics** - University of Utah - *Salt Lake City, UT* 09/1991 - 07/1997