

# JOHN TIMBLE

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## AWARDS

National Addy Award Winner  
3 Regional Addy Awards  
New Media Invision Award Winner  
Print Magazine Design Annual Finalist

## CLASSES & CONFERENCES

Google Analytics Academy 2013  
MozCon 2013  
Augmented Reality World Expo 2013  
Responsive Design Summit 2012

## EDUCATION

Bachelors of Applied Science - 1995  
Computer Graphics Technology  
Purdue University School of Technology  
Lafayette, IN

**Talented and innovative Internet marketing professional seeks mid- to director-level position where advanced level experience and knowledge in UX, UI, web marketing, lead generation, and branding may be utilized to increase customer acquisition as well as enhance user interaction.**

## PROFESSIONAL EXPERIENCE

### CREATIVE DIRECTOR / WEBMASTER - 2009-2014

Tightrope Interactive, San Francisco, CA

- Helped build \$40 million annual direct marketing & software monetization business from the ground up.
- Managed team of 4 designers and 2 copywriters by goal setting, delegating tasks, and training.
- Developed scalable Wordpress templating and deployment process, and trained team on best practices.
- Developed numerous profitable direct marketing and lead generation campaigns.
- Administered advertising operations, content and analytics across 15 destination websites.

### CO-FOUNDER - 2007-2008

PulpoMedia, Berkeley, CA

- Created business plan & investor presentations for Hispanic-targeted ad network.
- Acquired VC funding during extremely challenging economic period.
- Created user interface and back end of multi-lingual dating portal.
- Developed user interface of OpenX-based dynamic multi-lingual display advertising platform.

### CREATIVE DIRECTOR - 2003-2007

Exponential Interactive, Emeryville, CA

- Designed and built company brand, messaging, and collateral resulting in over \$110 million in sales annually.
- Designed the user interface for 3 major advertising products.
- Built some of the most widely seen display ads and achieved industry leading performance metrics across dozens of campaigns.
- Designed & developed front-end of profitable lead generation business unit from the ground up.
- Analyzed the performance of over 2000 display advertising campaigns and developed best practices presentations for major industry tradeshows based on those insights.
- Managed team of 4 web designers in India.

### SOLE PROPRIETOR / CONTRACTOR - 2000-2003

ThermalStudios, San Jose, CA

- Independently developed Thermal Effects, a plug-in for Adobe Flash, from concept to global fulfillment of digital product on a \$15,000 budget.
- Independent contracting clients included McAfee, Boeing, Cisco, Paramit, Solopoint, Palo Alto Dentistry, and Blende Dental Group.

### DIRECTOR OF NEW MEDIA - 1998-2000

GetFit.com, Redwood Shores, CA

- Designed & programmed user interface of Flash-based fitness trainer application and corporate identity.

### MULTIMEDIA DEVELOPER - 1995-1998

Healthstream, Nashville, TN

- Agency clients included Columbia Hospitals, MCI Worldcom, Bridgestone & Jack Daniels
- Developed computer-based multimedia training courses for medical publishing companies, which included complex anatomical animations and associated verbal tutorials.

## PROFESSIONAL SKILLS

### ADVANCED LEVEL

UX / UI Design  
Flash & Actionscript  
Photoshop  
CSS & CSS3  
Display Advertising  
SEO  
Wordpress  
HTML / HTML5  
Audio Production  
Brand Development

### INTERMEDIATE LEVEL

PHP  
JavaScript and jQuery  
Mobile Design  
Ad Servers - DFP, Zedo and OpenX  
Copyrights and Trademarks  
Office Suite  
Agile Scrum and Pivotal Tracker  
Google Analytics  
Illustrator  
Sendy & Mail Chimp  
YAML, Bootstrap, and Blueprint Frameworks

[www.thermalstudios.com](http://www.thermalstudios.com)