

JOHN TIMBLE

John@ThermalStudios.com
www.thermalstudios.com
408-607-9897
3044 Shetland Dr.
Pleasant Hill, CA 94523

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 design, 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

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