

Thom Stanton, CDM

Digital Marketing Strategy & Turnkey Media Production
www.ThomStanton.com | 804-714-6247 | Thom.Stanton@Gmail.com

Professional Experience

Engage MarCom & CINE | Web Media Marketing: *Producer/Director; Richmond, VA; 12/2012–Present*
Dreaming Creek Timber Frames: *Director of Sales and Marketing; Richmond, VA; 6/2012–12/2012*
Virginia Baptist Mission Board: *Interactive Media/Web Services; Richmond, VA; 1/2008–5/2012*
Marketing General Inc.: *Vice President – E-Marketing; Richmond, VA; 12/2006–1/2008*
LandAmerica Financial Group Inc.: *Web Marketing Manager; Richmond, VA; 5/2005–12/2006*
ProActive Multimedia: *President/Chief Creative/Consultant; Richmond, VA; 4/1996–5/2005*
BarberMartin Advertising: *Manager, Commercial Production; Richmond, VA; 5/1993–4/1996*
Pyramedia Productions: *Manager, Corporate Video Production; Richmond, VA; 5/1991–5/1993*
Corporate Communications: *Producer/Director; Richmond, VA; 5/1990–5/1991*

Knowledge Sphere

Industries

Advertising
Automotive
Banking/Financial Services
Faith/Religion
Health & Fitness
Industrial Manufacturing
Internet Business Services
Non-Profit Membership Associations
Real Estate Transaction Services
Sports and Recreation
Training and Education
Transportation/Logistics

Solutions

Brand Development
Content Management
Customer Relationship Mgmt.
Educational Design
E-Business Solutions
Email/Mobile Messaging
Information Architecture
Integrated MarCom
Interactive Strategies
Market Research/Positioning
Membership Marketing
Video Program Integration

Services

Application Design
Business Analysis
Graphic Design
Interactive Strategies
Logotype Design
Market Research
Product Rollout/Promotion
Project Management
Social Network Management
Turnkey Video Production
Usability Modeling/Research
Website Design/Development

Software Skills

Business

Google Analytics (website statistics)
Google Apps (docs, trends, etc.)
Microsoft Access (data management)
Microsoft Excel (budgeting/estimates)
Microsoft Project (planning/tracking)
Microsoft Outlook (scheduling/e-mail)
Microsoft Word (strategies/proposals)

Creative

Adobe After Effects (animation)
Adobe Audition (sound design)
Adobe Illustrator (vector design)
Adobe InDesign (print layout)
Adobe Lightroom (photo processing)
Adobe Photoshop (photo/graphic design)
Adobe Premiere Pro (video editing)
Adobe SpeedGrade (color grading)

Technical

Adobe Acrobat Pro (document sharing)
Adobe Dreamweaver (website des/dev)
Adobe Flash (interactive multimedia)
AutoCAD 2014 (computer aided design)
CMS: Contribute, Drupal 6-7, WordPress
Code: HTML, CSS, JS, AS, ColdFusion, etc.
Trimble Sketchup & LayOut (3D design)

Honors & Awards

Greatest Whitewater Swim: *Guinness World Records; Richmond, VA 6/1999*
Golden Reel (Director of Photography): *ITVA of Virginia; Richmond, VA 8/1995*
Dealer Spotlight – Ford BDC: A Success in the Making: *FordDirect; Detroit, MI; 2/2004*
President’s Award for Customer Satisfaction: *Ford Motor Company; Detroit, MI; 4/2004*
Best Dealer Website: *Mazda Dealer Awards; Las Vegas, NV 10/2003*
Most Valuable Player: *Kahlig Enterprises; San Antonio, TX; 2/2004*

Education, Training & Certifications

Certified Direct Marketer: *VCU Interactive Marketing Institute; Richmond, VA; 5/2007*
Bachelor of Interdisciplinary Studies: *Multimedia Design and Development, Virginia Commonwealth University; Richmond, VA; 6/1990*
Blue Oval Certification – Business Development: *Ford Motor Company; Detroit, MI; 1/2004*
Business Development Management: *Traver Technologies; San Antonio, TX; 6/2004*
Internet Sales Management and Customer Relations: *CARS.US; San Antonio, TX; 5/2004*
Introduction to Focus Group Moderating: *RIVA, Inc.; Bethesda, MD; 6/2002*
Advanced Macromedia Flash ActionScripting: *Techead; Richmond, VA; 9/2000*
Advanced Adobe Photoshop: *The Whitlock Group; Richmond, VA; 8/1994*
Intermediate Macromedia Director: *Techead; Richmond, VA; 10/1996*
Non-Linear Video Editing: *Video F/X; San Francisco, CA; 4/1991*
Raiser's Edge (CRM 1–2); *Blackbaud University; Charleston, SC; 4/2008*
Adobe Acrobat (Levels 1–2); *New Horizons; Richmond, VA; 2/2008*
Adobe Dreamweaver (Levels 1–2); *New Horizons; Richmond, VA; 5/2008*
Adobe Flash (Levels 1–2); *New Horizons; Richmond, VA; 6/2008*
Microsoft Project (Levels 1–2); *New Horizons; Richmond, VA; 5/2008*
Microsoft Excel (Levels 1–2); *New Horizons; Richmond, VA; 6/2008*
Microsoft Access (Levels 1–2); *New Horizons; Richmond, VA; 7/2008, 4/2010*

Other Offices & Community Support

Board Member: *Rock Creek Park Community Association; Richmond, VA; 2007–Present*
President: *Rock Creek Park Community Association; Richmond, VA; 2007–2011*
President: *Richmond Whitewater Club; Richmond, VA; 2008–2010*
Cabinet Officer: *Graduate Chapter, Phi Gamma Delta; Richmond, VA; 1996–Present*
Historian: *Omega Deuteron Chapter of Phi Gamma Delta; Norfolk, VA; 1986–1987*
Producer/Director: *Race Video, Open Canoe National Championships; Richmond, VA; 1998*
Course Director: *XTERRA Triathlons: East Coast Championships (swim); Richmond, VA; 1999–Present*
Senior Guide: *Riverside Outfitters; James River; Richmond, VA; 2010–Present*
River Guide: *Richmond Raft Company; James River; Richmond, VA; 1996–1998*

Client List

Active Host	Eagle Eyrie Conference Center	Park Cities Volkswagen
Advance Auto Parts	E-Drug Test	Park Place Dealerships
Alan Samuels Chevrolet	Engage Marketing Communications	Passages Adventure Camp
Altria (Philip Morris USA)	Ewing Autohaus	Peak Experiences
American College of Radiation Oncologists	Eye For Images	Porter Realty
American Intellectual Property Law Association (AIPLA)	Fuller Research Services	ProActive Multimedia
American Society Association Executives	Haynes Motor Company	Randolph Macon College
American Whitewater	Home Bytes	Regulatory Affairs Professionals Society
AmeriSuites	HRadvise.com	Rehrig International Inc.
Assoc. for Supervision and Curriculum Dev. (ASCD)	Imago Dei Community Church	Richmond Police Department
Auto Dealer Daily	InFocus Group Services	Richmond Whitewater Club
Baptist General Association of Virginia	Interactive Financial Group, Inc.	RIVA Research Institute
Barber Martin Advertising	Inventory Supply Management (ISM)	Robious Sports & Fitness
Beck Automotive Group	James River Fishing School	Rock Creek Park Community Association
Benson Automotive Group	Kahlig Enterprises	Scott and Stringfellow
BG Products	Keiter Stephens	Senior Navigator
BizOptimize	Keystone Hospitality	SIPschool
Bluebonnet Jeep	Land Rover Richmond	Society of Government Meeting Professionals
Bluebonnet Motors	Leedom and Associates	Southeastern Institute of Research
BMW of Austin	Lewisville Volkswagen	Southern Home Decor
Bob Jones Photography	Logic Depot	Star Tobacco
Build Tiny	Lynda Richardson Photography	Sunny Destinations
Burnstone Information Group	Managed Benefits, Inc.	Synigent Technologies
Camp Piankatank	Mann, Armistead & Epperson, Ltd.	Team Unlimited
Capital One	Marketing General Inc. (MGI)	The Adventure Group (TAG)
Challenge Course Advisory	MarketQuiz, Inc.	Tom Benson Chevrolet
Challenge Discovery	Metropolitan Commercial Concepts Inc.	Tranum Auto Group
Clear Channel (WRXL)	MGI Lists	U.S. Federal Reserve
Conquest Communication Group	Michael Wayne Photography	US Naval Institute (USNI)
Corporate Communications	Nantahala Outdoor Center (NOC)	Venture Lanes
Council for Exceptional Children	National Business Aviation Association (NBAA)	Venture Network Services
Council of Engineering and Scientific Society Executives (CESSE)	National School Board Association (NSBA)	Virginia Baptist Mission Board
Cox Business Services	Navitor	Virginia Pilot Ledger Star
Crestar Bank	Net Telcos	Virginia Union University
Curves of San Antonio	North American River Runners (NARR)	VMS, Inc.
D2 Associates	North Park Isuzu	Warner Time Life
Discover the James	North Park Lincoln Mercury	Water Environment Foundation (WEF)
Dominion Chevrolet	North Park Mazda	Watkins Glen Raceway
Dominion Resources	Northwestern Mutual Financial Network	West Virginia Adventures
Don Herring Mitsubishi	Ocean Exhibits	Wildlife Exposed
Dreaming Creek Timber Frames	Off Grid By Design	Woman's Missionary Union of Virginia
	Off Grid Green Living Center	XTERRA Triathlons
	Panelwrights	Your Market Research

Work Samples – Please visit www.ThomStanton.com to see more than 300 full-size samples of my creative work, technical systems, and business building solutions.

Contact – You can reach me by email at Thom.Stanton@gmail.com or phone (804.714.6247).

I look forward to talking with you soon!

Thom Stanton

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