

Thom Stanton

Interactive Marketing & Online Strategies

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Summary

Working on online initiatives for over a decade provides a wealth of knowledge and experience in marketable product design and development. My background in e-business allows for the implementation of a user-aligned products, satisfaction-oriented design, and profit-driven development efforts.

Professional Experience

- **Marketing General Inc.:** *Vice President – E-Marketing; Alexandria, VA; 12/2006–Present*
- **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:** *Division Manager, Video Production; Richmond, VA; 5/1993–4/1996*
- **Pyramedia Productions:** *Division Manager, Video Production; Richmond, VA; 5/1991–5/1993*
- **Corporate Communications:** *Producer/Director; Richmond, VA; 5/1990–5/1991*

Education, Training & Certifications

- **Bachelor of Interdisciplinary Studies** (focus on Multimedia Design and Development): *Virginia Commonwealth University; Richmond, VA; 6/1990*
- **Certified Direct Marketer:** *VCU Interactive Marketing Institute; Richmond, VA; 5/2007*
- **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*

Software Skills

Business

Microsoft Word (strategies/proposals)
Microsoft Excel (budgeting/estimates)
Microsoft Project (planning/tracking)
Microsoft Outlook (scheduling/e-mail)

Creative

Adobe Illustrator (vector design)
Adobe Photoshop (raster finish)
Adobe ImageReady (optimization)
Adobe Premiere (video editing)

Technical

Adobe Dreamweaver (online)
Adobe Flash (interactive)
Adobe Director (CD-ROM)
HTML, CSS, JS, AS, and etc.

Honors & Awards

- **Greatest Whitewater Swim:** *Guinness World Records; Richmond, VA 6/1999*
- **Golden Reel (Director of Photography):** *ITVA of Virginia; Richmond, VA 8/1995*
- **Best Dealer Website:** *Mazda Dealer Awards; Las Vegas, NV 10/2003*
- **Most Valuable Player:** *Kahlig Enterprises; San Antonio, TX; 2/2004*
- **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*

Work Samples – Please visit www.ThomStanton.com to see more than 250 full-size samples.