

Thom Stanton, CDM

Creative Services * Business Development * Membership Marketing

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Summary

Thom Stanton is a Certified Direct Marketer who supports firms with the strategic design, development, and execution of results-oriented business development and membership marketing solutions.

Working in fulltime employment, contract consulting, and agency services capacities for over twenty years, Thom has developed a balanced mix of skills that help align business needs with creative solutions that meet customer needs. Thom understands the big picture of business development and profit center accountability, and institutes cooperative processes and systems that deliver the numbers needed to maintain sustained growth and overall profitability.

From a management perspective, Thom has managed several teams of direct report employees along with agencies of record, freelance contractors, and vendors/suppliers to provide for cost effective staffing and solutions to compliment streamlined operations. His preferred approach to personnel management is more "a warm handshake and pat-on-the-back" that generates a collegial atmosphere of collaborative teamwork in a supportive and enabling environment. However, Thom is firm whenever necessary to maintain his team's focus on the customer experience, revenue generation, and business building.

Outside work, Thom is a high-energy action, sports, and adventure enthusiast who can be found riding motorcycles, swiftwater swimming, and whitewater rafting year-round. Thom is an avid cheerleader for his soccer player wife, Midge, a Certified Personal Trainer and Assistant Fitness Director at Midlothian Athletic Club, a filmmaking mentor to his daughter Alex, who is seeking a dual degree in Cinema Studies and Creative Writing at Hollins University, and technical systems coach for his son Thomas, who has strong emergent interests in Robotics and Engineering as he enters James River High School.

Professional Experience

- **Virginia Baptist Mission Board:** *Interactive Strategist; Richmond, VA; 1/2008–Present*
- **Marketing General Inc.:** *Vice President – E-Marketing; Alexandria, 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

Adventure Sports
Advertising
Automotive
Faith/Religion
Health & Fitness
Industrial Manufacturing
Internet Business Services
Membership Associations
Real Estate Transaction Services

Solutions

Brand Development
Content Management
Customer Relationship Mgmt.
Educational Design
E-Business Solutions
Email Marketing
Information Architecture
Interactive Marketing
Membership Marketing

Services

Business Analysis
Graphic Design
Interactive Strategies
Logotype Design
Market Research
Project Management
Social Media Integration
Video Production
Website Design

Software Skills

Business

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 CS4 (animation)
Adobe Illustrator CS4 (vector design)
Adobe InDesign CS4 (print layout)
Adobe Photoshop CS4 (raster finish)
Adobe Premiere Pro (video editing)

Technical

Adobe Acrobat Pro (document sharing)
Adobe Dreamweaver CS4 (website des/dev)
Adobe Flash CS4 (interactive multimedia)
CMS: Contribute, Drupal 6, WordPress
Code: 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*
- **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** (focus on 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

- **President:** *Rock Creek Park Community Association; Richmond, VA; 2007–Present*
- **President:** *Richmond Whitewater Club; Richmond, VA; 2008–Present*
- **Officer:** *Graduate Chapter (Omega Deuteron), 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*
- **Swim Director:** *XTERRA Triathlons: East Coast Championships; 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 (ACRO)	Eye For Images	Porter Realty
American Intellectual Property Law Association (AIPLA)	Fuller Research Services	ProActive Multimedia
American Society Association Executives (ASAE)	Haynes Motor Company	Randolph Macon College
American Whitewater	Home Bytes	Regulatory Affairs Professionals Society (RAPS)
AmeriSuites	Imago Dei Community Church	Rehrig International Inc.
Association for Supervision and Curriculum Dev (ASCD)	InFocus Group Services	Richmond Police Department
Auto Dealer Daily	Interactive Financial Group, Inc.	Richmond Whitewater Club
Baptist General Association of Virginia	Inventory Supply Management (ISM)	RIVA Research Institute
Barber Martin Advertising	James River Fishing School	Robious Sports & Fitness
Beck Automotive Group	Kahlig Enterprises	Rock Creek Park Community Association
Benson Automotive Group	Keiter Stephens	Scott and Stringfellow
BG Products	Keystone Hospitality	Senior Navigator
BizOptimize	Land Rover Richmond	Society of Government Meeting Professionals
Bluebonnet Jeep	Leedom and Associates	Southeastern Institute of Research
Bluebonnet Motors	Lewisville Volkswagen	Southern Home Decor
BMW of Austin	Logic Depot	Star Tobacco
Bob Jones Photography	Lynda Richardson Photo.	Sunny Destinations
Burnstone Information Group	Mann, Armistead & Epperson, Ltd.	Synigent Technologies
Camp Piankatank	Marketing General Inc.	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. (MCCI)	Tranum Auto Group
Clear Channel (WRXL)	MGI Lists	U.S. Federal Reserve
Conquest Communication Group	Michael Wayne Photography	US Naval Institute (USNI)
Corporate Communications	Midlothian Athletic Club (MAC)	Venture Lanes
Council for Exceptional Children	Nantahala Outdoor Center (NOC)	Venture Network Services
Council of Engineering and Scientific Society Executives (CESSE)	National Business Aviation Association (NBAA)	Virginia Baptist Mission Board
Cox Business Services	National School Board Association (NSBA)	Virginia Pilot Ledger Star
Crestar Bank	Navitor	Virginia Union University
Curves of San Antonio	Net Telcos	VMS, Inc.
D2 Associates	North American River Runners (NARR)	Warner Time Life
Discover the James	North Park Isuzu	Water Environment Foundation (WEF)
Dominion Chevrolet	North Park Lincoln Mercury	West Virginia Adventures
Dominion Resources	North Park Mazda	Wildlife Exposed
Don Herring Mitsubishi	Northwestern Mutual Financial Network	Woman's Missionary Union of Virginia
	Ocean Exhibits	XTERRA Triathelons
		Your Market Research

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