

# Thom Stanton, CDM

Integrated Web Services & Turnkey Video Production  
[www.ThomStanton.com](http://www.ThomStanton.com) | 804-714-6247 | [Thom.Stanton@Gmail.com](mailto:Thom.Stanton@Gmail.com)

## Professional Experience

- **Virginia Baptist Mission Board:** *Interactive Media/Web Services; 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

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 Media Integration  
Turnkey Video Production  
Usability Modeling/Research  
Website Design/Development

## 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 CS5 (animation)  
Adobe Illustrator CS5 (vector design)  
Adobe InDesign CS5 (print layout)  
Adobe Photoshop CS5 (pixel painting)  
Adobe Premiere Pro CS5 (video editing)

### Technical

Adobe Acrobat Pro (document sharing)  
Adobe Dreamweaver CS5 (website des/dev)  
Adobe Flash CS5 (interactive multimedia)  
CMS: Contribute, Drupal 6-7, WordPress  
Code: HTML, CSS, JS, AS, ColdFusion, 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:** *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

- **Media Producer:** *James River Crew (social, photo, video); Richmond, VA; 2010–Present*
- **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  
Advance Auto Parts  
Alan Samuels Chevrolet  
Altria (Philip Morris USA)  
American College of Radiation Oncologists  
American Intellectual Property Law Association (AIPLA)  
American Society Association Executives  
American Whitewater  
AmeriSuites  
Assoc. for Supervision and Curriculum Dev.  
Auto Dealer Daily  
Baptist General Association of Virginia  
Barber Martin Advertising  
Beck Automotive Group  
Benson Automotive Group  
BG Products  
BizOptimize  
Bluebonnet Jeep  
Bluebonnet Motors  
BMW of Austin  
Bob Jones Photography  
Burnstone Information Group  
Camp Piankatank  
Capital One  
Challenge Course Advisory  
Challenge Discovery  
Clear Channel (WRXL)  
Conquest Communication Group  
Corporate Communications  
Council for Exceptional Children  
Council of Engineering and Scientific Society Executives (CESSE)  
Cox Business Services  
Crestar Bank  
Curves of San Antonio  
D2 Associates  
Discover the James  
Dominion Chevrolet  
Dominion Resources  
Don Herring Mitsubishi  
Eagle Eyrie Conference Center  
E-Drug Test  
Engage Marketing Communications  
Ewing Autohaus  
Eye For Images  
Fuller Research Services  
Haynes Motor Company  
Home Bytes  
Imago Dei Community Church  
InFocus Group Services  
Interactive Financial Group, Inc.  
Inventory Supply Management (ISM)  
James River Fishing School  
Kahlig Enterprises  
Keiter Stephens  
Keystone Hospitality  
Land Rover Richmond  
Leedom and Associates  
Lewisville Volkswagen  
Logic Depot  
Lynda Richardson Photo.  
Mann, Armistead & Epperson, Ltd.  
Marketing General Inc.  
Marketing General Inc. (MGI)  
MarketQuiz, Inc.  
Metropolitan Commercial Concepts Inc.  
MGI Lists  
Michael Wayne Photography  
Nantahala Outdoor Center (NOC)  
National Business Aviation Association (NBAA)  
National School Board Association (NSBA)  
Navitor  
Net Telcos  
North American River Runners (NARR)  
North Park Isuzu  
North Park Lincoln Mercury  
North Park Mazda  
Northwestern Mutual Financial Network  
Ocean Exhibits  
Park Cities Volkswagen  
Park Place Dealerships  
Passages Adventure Camp  
Peak Experiences  
Porter Realty  
ProActive Multimedia  
Randolph Macon College  
Regulatory Affairs Professionals Society  
Rehrig International Inc.  
Richmond Police Department  
Richmond Whitewater Club  
RIVA Research Institute  
Robious Sports & Fitness  
Rock Creek Park Community Association  
Scott and Stringfellow  
Senior Navigator  
Society of Government Meeting Professionals  
Southeastern Institute of Research  
Southern Home Decor  
Star Tobacco  
Sunny Destinations  
Synigent Technologies  
Team Unlimited  
The Adventure Group (TAG)  
Tom Benson Chevrolet  
Tranum Auto Group  
U.S. Federal Reserve  
US Naval Institute (USNI)  
Venture Lanes  
Venture Network Services  
Virginia Baptist Mission Board  
Virginia Pilot Ledger Star  
Virginia Union University  
VMS, Inc.  
Warner Time Life  
Water Environment Foundation (WEF)  
Watkins Glen Raceway  
West Virginia Adventures  
Wildlife Exposed  
Woman's Missionary Union of Virginia  
XTERRA Triathlons  
Your Market Research

**Work Samples** – Please visit [www.ThomStanton.com](http://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](mailto:Thom.Stanton@Gmail.com) or phone (804.714.6247).

I look forward to talking with you soon!



**Thom Stanton**  
ThomStanton.com  
Thom.Stanton@gmail.com  
804.714.6247