

DOUG THAYER

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Executive Summary

Experienced web content manager utilizing latest software, including Adobe Creative Suite and Microsoft Office. Proficient in HTML, multiple content management and email marketing solutions: Kentico, WordPress, Sitecore, SharePoint, Benchmark, and iContact. Proven track record working with cross functional teams on executing successful marketing campaigns. Thorough understanding of digital content strategy, branding, SEO optimization, UX design, web content management, website localization, email marketing, video production, and social media management.

Professional Experience

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| Senior Web Content Manager
Flow International Corporation | 11/2006 to Current
Kent, WA |
| <ul style="list-style-type: none">• Project manager for Flow's global website redesign, FlowWaterjet.com. Spearheaded translation and localization into 14 language versions. Using Kentico CMS, served as primary administrator for website content.• Guided Flow's service team in redesigning and adding content to their aftermarket e-commerce website, FlowParts.com. As primary administrator used KeCommerce CMS for website content updates. Lead effort to establish paid search campaign, which resulted in 9% increase in monthly website revenue (January-September, 2016).• Using Google Analytics and SEO tools, managed Flow's global search engine optimization for both FlowWaterjet.com and FlowParts.com to ensure websites were properly optimized and performing strongly in search results. Partnered with Flow's global marketing teams in Europe, Asia, and South America to maximize performance of localized regional search results.• Created and produced over 50 product and service videos, which included script creation, vendor management, content localization, and video distribution for global regions.• Using Dreamweaver and Photoshop, along with email marketing solutions, Benchmark, iContact, and Vertical Response, crafted promotional email campaigns targeted towards both prospects and customers. Worked with Flow's global marketing team in localizing messaging and directing successful campaigns. Managed email distribution list size of 70,000.• Initiated and grew Flow's social media presence. Developed and managed Flow's Facebook (16,000 likes), Twitter (1,800 followers) and YouTube channels (over 3 million views). | |
| Website Manager
Center for Learning Connections | 04/2001 to 10/2006
Des Moines, WA |
| <ul style="list-style-type: none">• Developed and maintained websites supported under the Center for Learning Connections.• Managed content acquisition and domain management for those websites.• Provided sales support and training for Employment Readiness Scale (ERS). | |
| Marketing/PR Assistant
POP! Multimedia | 07/2000 to 01/2001
Seattle, WA |
| <ul style="list-style-type: none">• Helped drive leads for business development through mining for contacts.• Provided competitor analysis and assessed growth opportunities.• Teamed with public relations firm to create and execute media relation plan. | |
| Sales Associate
Verizon Wireless | 04/1999 to 06/2000
Bellevue, WA |
| <ul style="list-style-type: none">• Sold cellular service, phones, and enhanced services.• Assisted in store merchandising, inventories, and product promotion.• Achieved 120% to quota during 1999. | |
| Market Support Specialist
AirTouch Cellular | 10/1998 to 02/1999
Bellevue, WA |
| <ul style="list-style-type: none">• Sold cellular service, phones, and enhanced services.• Managed major accounts in the financial and medical vertical markets.• Supported major account executives in sales presentations. | |

Education

Associate of Applied Arts: Multimedia

Art Institute of Seattle

2000

Seattle, WA

Bachelor of Arts: Marketing

Western Washington University

1993

Bellingham, WA

Certifications

Certificate in Global Digital Marketing & Localization

University of North Carolina – Wilmington (NC)

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