Seattle, WA :: 347.891.3664 :: [craig@eatonlink.net](mailto:craig@eatonlink.net)

**Project/Program Manager, Analyst, Strategist**

**CORE COMPETENCIES**

**Operations**

* Precision operational and revenue leadership of digital marketing teams and interactive build projects
* Revenue operations modeling, reconciliation and reporting, with budget responsibility to $10M
* Project-managing diverse teams under tight deadlines involving simultaneous digital projects – Certified ScrumMaster (CSM) 12/2013
* Ensured 100% multi-media delivery/pacing for 1,800 simultaneous campaigns

**Technology**

* Deep design and technology expertise across all aspects of the SDLC including web development, hosting, digital media, SEO, analytics, UX/UI, creative, mobile, email marketing, e-commerce, social
* Complete technical and functional spec documentation for small-to-large websites and applications
* Hands-on programming, testing, de-bugging, implementing and managing development of dynamic, interactive, data-driven sites and mobile apps

**Marketing and Analytics**

* Digital marketing and analytics strategy
* Marketed, sold, produced and implemented hundreds of B2B/B2C e-marketing and e-commerce (supply chain) SaaS solutions for small-to-large companies
* Invited by Microsoft as featured presenter to 300+ attendee global e-commerce summit
* Digital advertising sales/marketing award winner, top 5% in sales y/y with over 1,200+ C-level sales/marketing presentations
* Deployment of new corporate-wide web analytics platform at Microsoft

**PROFESSIONAL EXPERIENCE**

**Society Consulting, Bellevue, WA 12/2012 – 9/2013**

**Technical Consultant, BI practice, comScore DAx implementation**

*(Society is a consulting company providing BI solution implementation and development, Big Data solutions, analytics and visualization, platforms, data quality; also mobile and web solution development.)*

Project: Implementation of comScore’s DAx (Digital Analytix) live data solution to replace Adobe Omniture Insight and WebTrends for web analytics on all (over 2,000) Microsoft global web properties. Utilizing WEDCS tagging already in place while providing fully scalable, live analytics and metrics reporting. Working with Microsoft IT to support CMG and BGs to make better decisions about campaigns.

* Created and optimized hundreds of on-demand custom web analytics reports, filters, report items and virtual sites for various Microsoft Geo markets worldwide
* One of 10 people worldwide empowered to create new DAx user accounts and permissions for Microsoft analysts, marketers and managers
* Provide DAx user support and instruction; trained contractors and one power user
* Collaborated on creation and deployment of Windows Embedded analytics scorecard
* Created business plan to model current BG services and scale out to serve other MSFT BG’s
* One of two Tier-1 Microsoft-facing platform troubleshooters and help agents representing comScore
* Validated proof of concept, working as a point person for comScore’s global DAx deployment team, facilitated MSFT early adopter program (EAP), and wrote quick-start user guide

**POP Interactive, Seattle, WA 1/2012 – 10/2012**

**Technical Analyst, Contract**

*(POP is a technology agency that builds websites, applications, games and mobile apps for A-list clients.)*

Client facing technology partner. Co-lead requirements gathering with UX/UI, Design and PM leads. Produce functional/technical specs and ensure UX/UI conforms to technical scope. Create estimates and build plans with developers, and test plans with QA. Provide guidance on tech topics (HTML, CSS, JS, back-end, database, hosting, analytics, mobile, and social) to customer and internal teams. Ensure that sites conform to SEO best practices.

* Co-led development of a groundbreaking technology for Xbox to provide real-time and asynchronous social interaction during the 2012 E3 Keynote
* Led tech team to build a travel microsite for Expedia, a non-profit complete site re-design for STEM Washington, and a complete site re-design for HaloSource
* Led tech team to create productized modular CMS implementations to enable re-using of technology for multiple customers to build custom appearing sites - enhancing flexibility and profitability
* Provided leadership within department for SaaS platform used in spec writing
* .NET, open-source, Java and iOS projects; using WordPress, Kentico, Contour and JIRA
* Clients included: Xbox, Expedia, Washington STEM, Nintendo, Colliers, NBC and Halosource

**Freelance Consultant to multiple companies – New York, Seattle, WA 11/2010 – 12/2011**

* Contract Operations Director for NYC media start-up company, finalizing and launching 3 company websites; directing web strategy and operations; foundational research for sentiment analysis SaaS product; recruited, hired, trained and supervised 10 contractors nationwide
* Contract web developer (PHP, CSS, HTML) and marketing consultant for two Seattle medical practices
* IT, web and interactive marketing consultant to a major Seattle wine distributor
* Consulting with NYC interactive agency to help launch a spinoff start-up featuring templated B2B catalog applications for iPad/Android; strategy and sales model development and sales training

**TRAFFIQ®, New York, NY 7/2008 – 11/2010**

**VP Account Operations; Project Manager for in-house interactive agency**

*(TRAFFIQ is a display media management SaaS platform and also a full-service digital marketing agency – including site-build, SEM, SEO, digital display, analytics, design/creative and hosting. INC 500 top-50, Red Herring 100, VC funded start-up)*

VP: Responsible for developing/implementing systems, processes and models to manage, monitor and report campaign performance and revenue – driving these through the organization to ensure enhanced operations. Working with sales, marketing, finance, and client services – reporting to CEO and CFO.

* Finalized and rolled out Premium Services, and devised system to monitor ongoing
* Developed strategy and system to precisely track/manage client budgets and predict agency revenue; managed one client’s $10M digital media budget y/y to within 1%
* Ad operations revenue management of 1,800+ simultaneous display ad campaigns; created system to ensure on-target ad delivery and pacing, boosting revenue by $45K/mo

Project Manager: in-house creative, development, digital media teams, and outsourced resources; refine and manage time tracking; directed client email marketing campaigns; job estimating and SOW’s to $10M.

* Managed development of ambitious social media platform (Oxygen Channel featured), and a car auction website w/integrated iPhone app (appeared in Forbes) – using in-house and contract resources
* Produced analytics dashboard for a retail client to show actions against KPI’s; my idea to revise client’s site UI increased CPA 50% and email opt-ins 250%
* Reversed agency trend of no-, or low-profit projects and media campaigns, managing all aspects of several major site re-designs – bringing in all projects and campaigns profitably and on schedule
* Clients included Sleepy’s, 1-800Mattress, Got Milk?, Meredith Publishing, Gooding Co., Dow Jones, Stony Brook University; dozens of digital ad agencies throughout the US; over 2,000 online publishers

**Hacker Group, Bellevue, WA 8/2007 – 2/2008**

**Interactive Services Web Developer**

*(Hacker is a database and interactive B2C and B2B direct-response marketing agency. Division of DraftFCB)*

Built, tested/de-bugged and project managed interactive micro-sites for direct user response; built Hacker marketing outreach response sites; maintained corporate blog; coded and managed automated email programs; provided site analytics reporting and analysis.

* Managed several development projects simultaneously – meeting client production deadlines
* Clients included AT&T, Comcast, Netflix, Medica Medicare, Microsoft, World Vision, RSA div. of EMC, eHarmony
* Used Responsys, WebTrends, Dreamweaver, UltraEdit, MS Enterprise Manager and SQL Query Analyzer on a daily basis; VBScript, ASP, HTML, CSS, SQL, XML, JavaScript

**Seattle Central CC (SCCC), Seattle, WA 1/2006 – 6/2007**

**Full Time Student, Web Development/Programming**

*(Comprehensive curriculum with hands-on programming in multiple languages and technologies.)*

* Certificate – President’s List, Dean’s List, 3.96 GPA – *"You are a fabulous talent, and an incredibly hard worker."* ~ instructor Bill Newman, PHP, XML, JavaScript
* Capstone project – UW Medical School online continuing education application w/user registration, test taking/grading, form validation, session protection, content management system (PHP, MySQL)
* Built CMS for online College newspaper for image and article management (PHP, MySQL)
* Concept site for start-up B2B search engine – including secure registration/login, admin, shopping cart, interface with GSA, form validation, CMS with image upload (PHP, MySQL, HTML, CSS)

**RELATED EXPERIENCE**

* Core member of two tech start-up strategy teams: one to provide offshore companies with effective, contemporary and realistic online resource to market manufacturing capabilities in the US; another a boutique search engine for B2B sourcing. Worked with stakeholders to launch these ventures
* Designed and programmed three medical practice websites and numerous small business sites (PHP, CSS, HTML, XML, JavaScript/jQuery) – including forms, bulletin board, dynamic navigation menus, slide shows, screen/print versions, integrated site search, business winning SEO
* Digital advertising sales and marketing contractor for B2B publishing company, with responsibility for project managing design, development and implementation of client websites, advertising programs and print catalogs; marketed eCommerce solutions; contributed to editorial content – for numerous simultaneous clients and under tight deadlines. Multiple sales award winner.
* Consultant to a ground-floor start-up company to assess market viability of a unique, patented product; directed and managed national web, SEO, marketing, and press campaigns to meet go-to-market goals.

**EDUCATION**

* Seattle Central CC (SCCC) – Web Development, Certificate
* Portland State University (PSU), Portland, OR – Design/Art
* Bellevue Community College (BCC) – Web Mastering
* In-house e-commerce and strategic account management seminars

**PERSONAL**

* Non-profit work:
  + American Institute of Wine and Food (AIWF), Pacific Northwest Chapter, board member since 1997
  + Cystic Fibrosis Foundation of Los Angeles, Culinary Evening with the California Winemasters wine and lifestyle auction, set-up captain since 1998
* Enjoy:
  + Cycling, travel, hiking, walking, food and wine enthusiast, reading, road trips