

Jim Wayne

Senior Interactive Producer and Digital Marketing Specialist

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SUMMARY

Solutions-oriented digital marketing professional with 12+ years experience at advertising agencies, e-commerce startups and media groups large and small. Web project management, interactive production, front-end development, UX design and digital media strategy are a few things that get me going. My background tends to align best with agile organizations seeking versatile talent that can be plugged in across multiple disciplines.

EXPERIENCE

Director of Digital Production & Media, GoodLab (<http://goodlab.media>)

Venice, CA — 2016-Present

Haworth, R&R Partners

- Led design, development and production of large-scale website and technology overhaul for Las Vegas-based advertising agency R&R Partners (<http://rrpartners.com>)
- Paid social media strategy and execution for Michigan-based high-end office furniture company Haworth
- Contributed thought leadership to new business pitches in areas of website development, digital strategy and paid social media planning
- Managed teams of web designers, developers, copywriters, videographers and media buyers on an array of website builds and paid social media campaigns

Director of Interactive Production, Zealot Networks

Venice, CA — 2015-2016

KitchenAid, Muscle Milk, Pinkberry, La Brea Bakery

- Led production and project management of digital ad campaigns and web builds for Zealot clients, juggling multiple projects simultaneously
- Implemented new agency production processes, streamlining workflows between on- and off-site designers, developers and account managers
- Spearheaded internal task force to facilitate digital production and communication processes across multiple office locations
- Led paid social media, SEM and CRM strategy and execution for agency clients as well as Zealot publisher brands
- Provided thought leadership to successful new business pitches in areas of website development, digital strategy and paid social media planning
- Curated and managed lasting vendor relationships with web developers, banner animators, media buyers and social listening services
- Oversaw and presented monthly paid social media and analytics reporting
- Trained and managed staff on suite of third-party tools for CRM, web analytics, social listening and digital content publishing
- Designed and built mobile responsive websites using HTML/CSS/PHP, Adobe CC, WordPress among other tools and platforms

EDUCATION

University of Southern California

MA - Online Journalism, 2009

University of Wisconsin-Madison

BA - Journalism, 2003

New Canaan High School

New Canaan, CT

SKILLS & PLATFORMS

Digital Marketing, Web Project Management, Front-end Development, Web Design, HTML, PHP, CSS, SEO, SEM, CRM, e-commerce, Digital & Social Media Advertising, Web Analytics, Social Listening Tools, Influencer Marketing, Business Development, Web Writing, Copy Editing, Google Search Console, Facebook Business Manager, Adobe Creative Cloud, WordPress, WooCommerce, Magento, Shopify, Squarespace, Wix, MailChimp, Basecamp, Trello, Asana, Mavenlink, Smartsheet, Salesforce, Hootsuite Insights, Sprout Social, Radian6, Sysomos...and quite a few more.

I'M GOOD AT

Keeping it on time and under budget.
Speaking tech to non-techies.
Wearing more than a few hats.
Keeping vendors honest (and happy).
Becoming an expert on it overnight.
Keeping calm in fiery situations.

Digital Director, Neighbor Agency

Santa Monica, CA — 2012-2015

Tillamook, California Pizza Kitchen, Jamba Juice, Lorna Jane, Govino

- Produced and project managed digital ads and website builds large and small from inception to completion, delivering on time and under budget
- Liaised with internal web designers, on- and off-site development teams, brand managers and C-level client-side stakeholders
- Contributed to successful new business pitches in areas of website development process and paid social media strategy
- Led strategy and execution of six-figure digital video campaigns, liaising with creative teams, media vendors and client-side brand teams
- Managed vendor relationships in areas of web development, banner animation, media buying, mobile partnerships and social listening services
- Developed and presented paid social media strategies for all Neighbor clients
- Led mobile shopper strategy for Tillamook and managed campaigns with third-party mobile services such as Key Ring, Coupons.com and InMarket
- Designed and built WordPress sites and social apps

Interactive Producer, Guru Media Solutions

Santa Monica, CA — 2012

Snyder Diamond, Fine Featherheads, Tillamook, Jamba Juice

- Designed, developed and optimized email campaigns and company blogs for all clients using MailChimp and WordPress
- Produced and managed digital coupon programs and mobile shopping initiatives for Tillamook Yogurt and Jamba Juice
- Worked with development team to implement customized CRM-eCommerce integration for fashion client

Interactive Producer, Zambezi

Venice, CA — 2011

Champs Sports, Popchips

- Led production on Champs Sports paid digital executions, including standard banner ads, rich media placements and Facebook applications
- Worked with external development vendors and internal creative and account teams to deliver assets on time and within budget
- Assisted Senior Interactive Producer on production of rich media executions for Popchips

Marketing Manager, BeachMint

Santa Monica, CA — 2009-2011

- Sales analysis, business development and communications management for MLM arm of celebrity-curated subscription eCommerce company
- Developed training materials, email campaigns, Facebook pages and online community portal for fast-growing outside sales force
- Managed eight intern direct reports and kept department on track with monthly performance goals
- Worked with outside vendors to manage contractor payments based on customized MLM compensation structure

Web Producer/Account Manager, Buzzpoint and DealQuad

Santa Monica, CA — 2009

- Presided over all daily operations for startup daily deals website catering to colleges and universities
- Website content management, email campaign production, CRM, interactive design, business development, strategic planning, project management, social media campaigns, customer service, hiring and team building, outside sales and employee management
- Worked directly with CEO of social media firm to advise a diverse roster of clients on establishing and growing their online and social presences
- Produced articles, slideshows and infographics for social media and bookmarking sites (Digg, StumbleUpon, Reddit, Tip'd, Facebook, Twitter)
- Hired and managed team of interns and freelance designers and acted as main point of contact for day-to-day client correspondence

Executive Editor, Neon Tommy (Annenberg Digital Media)

Los Angeles, CA — 2009

- Founding editor/producer of digital news site, presiding over daily workflow operations and managing staff of 40 graduate students in all areas of content production
- Writing/editing for web, Movable Type CMS, HTML, Adobe CS5, SEO, web graphics optimization

Writer and Producer, Current TV

Hollywood, CA — 2008

- Wrote scripts, helped edit video and assisted in all production of daily tastemaker music news TV program

Online Journalism Review - Staff Writer

Los Angeles, CA — 2007-2008

- Wrote weekly articles covering social media, online communities and emerging trends in online journalism

The Onion - Editorial Intern

Minneapolis, MN — 2006-2007

- Assisted A.V. Club editor in writing and compiling music, arts and entertainment content for Minneapolis print edition of *The Onion*

Account Manager, Hunt Adkins

Minneapolis, MN — 2006-2007

Northern Tool, Guinness Atkinson Funds

- Liaised with client and internal departments to manage all creative development and production of print and online campaigns
- Managed all budgets, billing, ad trafficking and competitive analysis

Assistant Account Executive, Merkley + Partners

New York, NY — 2005-2006

Glenfiddich, Balvenie, BMW Motorcycles, Tic Tac, Ferrero Rocher, PSE&G

- Helped manage creative development and production of TV, Print, Online, POS and OOH campaigns for all clients
- Communicated daily with clients to facilitate all production, creative, financial and miscellaneous day-to-day requests

Assistant Account Executive, Young & Rubicam

New York, NY — 2003-2005

Dr Pepper, Seven Up, NFL

- Communicated with client daily and handled all production, financial and miscellaneous day-to-day requests
- Contributed to all stages of strategic development, consumer testing and production of Dr Pepper/Seven Up and NFL executions (TV, radio, OOH)