

JIM WAYNE

## SENIOR DIGITAL PRODUCER

Los Angeles, California

[jimbwayne@gmail.com](mailto:jimbwayne@gmail.com)

[jimbwayne.com](http://jimbwayne.com)

## SUMMARY

Solutions-oriented digital marketing professional with 12+ years of 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.

## EXPERIENCE

### **GoodLab, Venice, CA - Senior Digital Producer**

JANUARY 2017 - JANUARY 2018 (Contract)

- Produced and project managed \$250K website and back-end intranet overhaul for ad agency R&R Partners
- Paid social media strategy and execution for office furniture company Haworth
- Managed teams of web designers, developers, copywriters, videographers and media buyers on an array of website builds and paid social media campaigns

### **Zealot Networks/Neighbor Agency, Venice, CA - Senior Digital Producer**

SEPTEMBER 2012 - DECEMBER 2016

- Led production and project management of website builds and digital ad campaigns for Zealot clients (KitchenAid, Pinkberry, Tillamook, La Brea Bakery, California Pizza Kitchen, Jamba Juice and others)
- Curated and managed lasting vendor relationships with web developers, banner animators, and media buyers
- Implemented agency-wide production processes, streamlining workflows between on- and off-site designers, developers and account managers
- Provided thought leadership to successful new business pitches in areas of website development, digital strategy and paid social media planning
- Trained and managed staff on suite of third-party tools for CRM, web analytics and social listening
- Led strategy and execution of six-figure digital video campaigns, liaising with creative teams, media vendors and client-side brand teams
- UX and front-end development on WordPress sites and social apps
- Designed, developed and optimized email campaigns for all clients using MailChimp and WordPress

### **Zambezi, Venice, CA - Interactive Producer**

MARCH 2011 - SEPTEMBER 2011 (Contract)

- Led production on Champs Sports paid digital executions, including standard banner ads, rich media placements and Facebook applications
- Managed external development vendors and internal creative and account team
- Assisted Senior Interactive Producer on production of rich media executions for Popchips

### **BeachMint/DealQuad, Santa Monica, CA - Digital Producer/Account Manager**

2009 - 2011

- Website content management, CRM email strategy and production, business development, hiring and team building and business development for MLM arm of celebrity-curated subscription eCommerce startup
- Developed training materials, email campaigns and online community portal for outside sales force
- Presided over all daily operations for startup daily deals website catering to colleges and universities

### **Neon Tommy (Annenberg Digital Media), Los Angeles, CA - Executive Editor**

2009 (Part-time graduate school gig)

- Founding editor/producer of digital news site, managing daily workflow for staff of 40 graduate students

### **Current TV, Los Angeles, CA - Writer and Producer,**

2008 (Internship)

- Script writing and video editing for daily tastemaker music news TV program

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### **Online Journalism Review, Los Angeles, CA - Staff Writer**

2007-2008 (Part-time graduate school gig)

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

### **The Onion, Minneapolis, MN - Editorial Intern, A.V. Club**

2006-2007 (Internship)

- Wrote and edited music and entertainment content for Minneapolis print edition of *The Onion*

### **Hunt Adkins, Minneapolis, MN - Account Manager**

2006-2007

- Northern Tool, Guinness Atkinson Funds

### **Merkley + Partners, New York, NY - Account Executive**

2005 -2006

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

### **Young & Rubicam, New York, NY - Assistant Account Executive**

2003-2005

- Dr Pepper, Seven Up, NFL

## EDUCATION

### **University of Southern California, Los Angeles, CA - MA - Online Journalism**

SEPTEMBER 2007 - MAY 2009

### **University of Wisconsin-Madison, Madison, WI - BA - Journalism**

SEPTEMBER 1998 - MAY 2003

### **New Canaan High School, New Canaan, CT**

## SKILLS

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.