



TOM HORYN 408.505.3347 | tom@horyn.com

Creative marketing manager with over 15 years of experience in the fields of design and advertising. Seeking a marketing position that utilizes my experience and vision in a dynamic environment.

EXPERIENCE

Marketing Consultant

09.2011 - present

Responsible for the development and implementation of strategic marketing campaigns for a rapidly growing SMB in Silicon Valley. Working effectively with cross-functional teams to achieve overall marketing goals within a given budget and timeframe. Multi-disciplinary marketing assignments included:

- Marketing automation (lead nurturing, email campaigns, landing pages, CRM integration)
- Lead Generation and Pipeline Management
- Website/micro site development
- Social Media strategy (blogs, editorial calendars, Google+, Twitter, Facebook, video optimization)
- Campaign tracking and metrics reporting
- SEO, SEM, display advertising
- Video production, photo shoot
- Design and production sales collateral, brochures, technical sheets, product demonstrations and corporate presentations
- Offline advertising

Online Marketing Manager

DFine Inc, San Jose, CA

05.2010 - 08.2011

Hired into a newly created position to help transition organization from a start-up medical device firm to a leader in spinal augmentation space. Responsible for the development and execution of Internet Marketing strategies, including Search Engine Optimization (SEO) related activities, designed to educate and raise awareness for physicians and patients. Monitored emerging industry trends and continually revised campaign strategies. Coordinated internal and external email campaigns. Worked closely with product marketing to ensure adequate development promotion.

Accomplishments include:

- Increased web traffic to corporate website by 50% in six months
- Developed and launched professional network program, increasing quality inbound links by 80%
- Initiated social media strategy and converted it to one of the top five referring sources for parent website
- Pioneered implementation of a Microsite Supplement Program to provide in-depth information for targeted audiences
- Replaced outdated registration forms with dynamic portals which improved communication with prospects and field reps
- Prepared reports of internal SEO/ SMO analysis and market intelligence
- Increased the site content by 500%
- Implemented strategies for attaining high rankings for relevant, high-volume search terms
- Conceived, developed and launched highly successful Internet campaign to collect influential testimonials capturing the benefits and efficacy of spinal procedure

Creative Services Manager Efficient Frontier, Sunnyvale, CA 03.2005 - 03.2010

Started consulting as a senior graphic and web designer; hired full time and advanced with increased responsibilities and larger leadership profile, becoming a vanguard member of the marketing team. In this capacity, helped the company grow from a startup into a global leader in Search Engine Marketing. Reported directly to VP of Marketing, with significant role in coordinating marketing efforts across six international offices.

Accomplishments:

- Received Forbes 2005 'Best of the Web' B2B advertiser award
- Achieved 150% growth in web traffic with significant improvement of lead quality
- Initiated CRM integration, organized training program to sales and customer services departments
- Consolidated five websites into one CMS platform
- Developed a social media strategy and implemented it across diverse channels
- Initiated internal SEO program which eventually became a part of Value Added Services
- Contributed to generating sales by pioneering video presentations on European websites resulting in multimillion contract

Senior Graphic/Web Designer Azerity, Milpitas, CA 01.2005 - 03.2005

Worked for Marketing Department, designing high quality printed and online creatives; developed new GUI for the company core software and frequently cooperated with Engineering Department to enhance product functionality. Maintained entire website and intranet, designed new promotional and training presentations, created new sets of branding graphic programs, campaigns, advertisements and corporate collateral.

Rich Media Developer - Consultant Claria, Redwood City, CA 10.2004 - 12.2004

Worked within the Creative Services, collaborating closely with marketing managers and creative director to develop inventive concepts for high-impact, results oriented online advertising servicing over 600 Fortune 500 companies. Designed, edited custom promotional animated/static banners, pop-ups, Flash-based pop-ups, sales sliders and HTML pages from concept to final optimization based on customer sales needs, marketing direction, and UI specifications.

Graphic-Web Designer Testa, New York, NY 03.2003 - 09.2004

Worked for a publishing firm, supporting copywriters and marketing department, creating variety design projects while meeting short deadlines. Responsible for development and implementation of all visual media including: website design and updates, magazine advertising, identity and branding, video, trade shows promotions, subscription inserts, environmental design and Flash animation. Frequently assisting in editorial design and content recommendations.

EDUCATION

Flash Development Certificate - New Horizons Computer Learning Center, Windsor, CT 2000
Web Designer Certificate - Middlesex Community Technical College, Middlesex, CT 1999
Navy Engineer, AA 3-yr Professional Degree - Technical College, Poland 1987

TOOLS, SPECIALTIES

Web Analyst, Social Media Strategist, Visual Communication, Email Campaigns, Search Engine Optimization, Marketing Automation, Reputation Monitoring, Interactive Marketing, Project Management, Presentation Coaching.

Photoshop, Dreamweaver, InDesign, Illustrator, Captivate, Flash, QuarkXpress, Final Cut Pro, Vegas Pro, Pinnacle Studio, Google Analytics, Webmaster Tools, AdWords, MS Office: PowerPoint, Access, Excel, and Word. HTML, DHTML, CSS. Win/Mac.

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