

THOMAS R. O'MALLEY

UI / DESIGN / MARKETING

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RECENT EXPERIENCE

CREATIVE DIRECTOR, DASHCROWD

NEW YORK, NY (12/2015 – 10/2016)

- Managed, oversaw and launched several major digital projects for 40+ prominent clients across the country.
- Overhauled client websites with modern design, responsive frameworks, API integrations, search engine optimization, branding consistency and lead generation features.
- Managed project scope, budget, discovery and tracking for all proposed client work.
- Improved online conversion rate for clients by 41% through intelligent user interface design.
- Streamlined client on-boarding and management with shared WordPress multi-site platform and website template.
- Implemented on-site marketing tools for retail clients including email capture kiosks, digital signage and Wi-Fi engagement technology.
- Collaborated directly with clients to ensure proper deployment of maintenance and project deliverables.
- Designed websites, landing pages, print materials, advertising collateral and multimedia presentations for several brands in multiple industries.
- Pioneered email marketing service to increase agency revenue by 18%.
- Published blog posts highlighting the latest trends in web design, online marketing and social media engagement.
- Decreased website bounce rate for clients by 32% through responsive design and mobile-first mindset.
- Analyzed and reported website traffic analytics with data-backed recommendations for SEO and content marketing initiatives.
- Budgeted, cultivated and coordinated development & design freelance talent as needed on a per-project basis.
- Increased overall profit margin by 16% through lean utilization of necessary services, labor and overhead.
- Established agency standards and systems for project management, team collaboration, time-tracking and billing.

DIGITAL MEDIA MANAGER, NEW YORK CITY CENTER

NEW YORK, NY (8/2006 – 12/2015)

- Led the organization through major technology milestones including 2 website overhauls, 2 rebranding shifts, online gift card implementation, print-at-home/mobile ticketing and custom subscription-based shopping cart.
- Provided web content and online ticketing support and services to many key companies including Paul Taylor, Alvin Ailey, MTC and Lincoln Center Festival.
- Implemented proprietary and 3rd-party tools to better measure advertising campaigns, social sharing and conversion tracking.
- Analyzed and reported website traffic analytics with data-backed recommendations for SEO and content marketing initiatives.
- Researched, budgeted, implemented and managed online queue solutions (Queue-IT) to ultimately solve an ongoing issue with annual high-traffic on-sale of 30,000+ tickets simultaneously.
- Worked closely and proactively with virtually all departments within the organization on various digital projects.
- Maintained a productive relationship with agency partners (Adage, Pop, JCA, McCann Erickson) to ensure proper execution of in-depth web development, advertising and e-commerce projects.
- Established content, media, CSS and formatting standards for online brand.
- Assisted in the infrastructure design of City Center's server farm, load balancing, redundancy, security and scalability.

EDUCATION

SYRACUSE UNIVERSITY

Bachelor of Fine Arts, *Digital Media* ('06)

Dean's List / Honors

SUMMARY OF EXPERTISE

Project Management

Client Support

Responsive Website Design / Frameworks

CSS / HTML / PHP

Information Architecture / User Interface Design

Search Engine Optimization & Schema

Copy Writing & Editing

SOFTWARE PROFICIENCY

Adobe Creative Suite, Asana, Basecamp, Bright Author, Buffer, Contour, CPanel, Final Cut Pro, Gimp, GitHub, Google Analytics, Hootsuite, Jira, Kentico CMS, Microsoft Office, Visual Studio, Moz, Quark Express, Shopify, Slack, SlickPlan, Sprout Social, Tessitura, WordPress