

Rory Thompson  
407.590.4823  
rory@darkslidedesign.com

rorythompson  
@roryfthompson  
roryfthompson.com



## Professional Profile

### Objective

Well-rounded IT professional with a passion for learning and growth, who combines programming experience and social media expertise, to create new and exciting platforms that help individuals and companies succeed.

### Programming

- VB.NET
- C#
- CSS/XHTML
- Visual WebGUI
- jQuery
- DotNetNuke
- XML
- SQL Server 2000/2005/2008
- Visual Studio 2005/2008

### Other

- Facebook Connect API
- Facebook Fan Pages - FBML
- TFS
- VBScript
- Google AdSense
- Google Analytics

### Social

- Twitter
- Facebook
- LinkedIn
- YouTube
- Vimeo
- HARO
- FourSquare
- WordPress
- Tumblr
- Blogger
- StumbleUpon
- Wibiya
- TweetDeck
- HootSuite
- Disqus
- ShareThis
- Google Analytics
- TwitterFeed

## Career History

### CHANNEL INTELLIGENCE

6/07-PRESENT

#### Product Operations Manager - SellPath - 1/10-Present

- Manage a team at Channel Intelligence (CI), a leading web-initiated eCommerce solutions corporation, producing branded eCommerce mini-sites and product tours for manufacturers (Hewlett-Packard, Nikon), embedding both on retailers' (Best Buy, Wal-mart) pages to increase sales of showcased products.
- Manipulate HTML and CSS for creative content that is provided to us by a third-party agency on behalf of the client.
- Act as account manager for manufacturers (Nikon, AMD, Bush Industries, etc.) and direct point-of-contact for all support and implementations of product tours and mini-sites for all retailers (Sam's Club, Wal-mart, Office Depot, etc.).
- Coordinate and manage numerous custom development projects for clients with the client engineering team, ensuring time-frames, cost, and overall satisfaction is met.
- Troubleshoot all problems that arise by checking data in the system, highly-dependent on SQL Server.
- Reduced operational costs by implementing an outsourced team in India to build eCommerce mini-sites and product tours, managing and training them on all operational tools.

- Personally developed web applications utilizing SQL Server and ASP.NET to help reduce time and operational costs for my team, decreasing time spent on operational tasks from 75 hours-a-month to 5 hours-a-month.

#### **Product Operations Manager - CiAN - 6/09-1/10**

- Managed a team who took on high-volume implementations, creating “Where To Buy” (WTB) solutions for large companies (manufacturers), prioritizing accordingly.
- Led client kick-off calls with manufacturers, working closely with them to determine their needs, in order to implement the best user-experience and shopping solutions on their website.
- Represented team members at weekly Channel Intelligence management meetings, providing insight on improving operational productivity.
- Ensured data (products) were injected in the system correctly, implementing rules that were customized for each retailer to meet their individual business needs.
- Created the UI of the WTB solution for retailers using CSS and images provided by the client, as well as creating all-of-the-above from scratch when the client could not provide these.

#### **Technical Support Lead/Operations Engineer - 6/07-6/09**

- Reviewed and resolved client issues for all Channel Intelligence's (CI) products - SellCast, SellCore, SellPath, and CiAN.
- Created and edited functions using VBScript, manipulating data from retailers, to optimize performance on different Comparison Shopping Engines (CSEs).
- Fostered exceptional relationships with CSEs to “hand off” newly-implemented feeds on behalf of retailers.
- Responded in a timely manner to client support requests to troubleshoot issues, analyze data and create functions to make data suitable for CSEs, then tested, proposed and implemented solutions.
- Provided critical on-call support and data management in rotation: troubleshoot and resolved errors around-the-clock (this entailed the stopping and restarting of services and tasks on any and all servers located remotely and running SQL jobs to shrink data).
- Troubleshoot and resolved issues with operational tools that weren't working at maximum performance.
- Developed many web and windows applications and services on the Operational Engineering team, increasing productivity and reducing time, using C# and VB.NET 2005 & 2008 with MS SQL Server, as well as optimizing current tools for different Operations teams.

## **CAREER CHEAT CODE**

**1/09 - PRESENT**

#### **Cofounder/Owner - 1/09-Present**

- Co-founded website - <http://www.careercheatcode.com> - A (soon-to-be) completely social “One Stop Shop” for young people, where individuals take an interactive quiz to output results that will point them towards one of the 50 careers most likely to grow the most over the next ten years, based on Department of Labor statistics.
- Conducted all database architecture and development on Career Cheat Code using CSS/HTML, jQuery, SQL Server 2005, and the .NET framework in Visual Studio 2008.
- Implemented and continue to maintain all SMO/SMM, SEO, and blog.
- Created unique online ad campaigns using Facebook and Google ads, achieving high amounts of clicks with a limited budget.
- Utilized all Bookmarking and Sharing sites to leverage the social aspect created by Facebook, Twitter, and the blog.

- Integrated CPC Ad campaigns to generate revenue with Affiliate Marketing Programs.

## ***DARKSLIDE DESIGN***

***1/09 - PRESENT***

### **Owner - 1/09-Present**

- Founded website to conduct custom web and windows applications, database architecture, as well as web design, from a freelance perspective.
- Perform integration of SEO, SMO, SMM.
- Provide consulting and full integration of Google Analytics.
- Utilize TwitterFeed to create automatic tweets for companies who are unfamiliar with Social Media that used RSS feeds that pertain to their respective industry.
- Recent projects include:
  - <http://www.mbpalms.com>
  - <http://www.orlandohomeinspections.com>
  - <http://www.phoenix-hc.com>
  - <http://www.careercheatcode.com>
  - <http://www.celebrationplumber.com>

## ***ASHFIELD HEALTHCARE***

***11/06 - 5/07***

### **Operations Support - 11/06 - 5/07**

- Contacted, recruited, scheduled, and tracked physicians for Ashfield Healthcare LLC training events with leading pharmaceutical companies in the field: AstraZeneca, Wyeth, Sanofi-Aventis, Warner Chilcott, Coloplast and PamLabs.
- Trained all new pharmaceutical sales representatives on how to use the Care.NET system, in which all reps managed their sales calls, targets and results.
- Developed comprehensive reports for pharmaceutical companies, compiling all evaluation information, providing them with a clear picture of their geographic region, and comparing performance with other reps and companies.
- Acted as administrator for Ashfield's Sales Force Effectiveness (SFE) network, creating and editing events for web viewing.
- Configured feeds from training DVD's, converted them to web-friendly Flash video and uploaded them to SFE. Created usernames and passwords for clients to view, via SFE.
- Created and presented PowerPoint presentations to train all new pharmaceutical sales reps.
- Wrote and designed clear and concise training materials for new sales reps to supplement in-person training.
- Maintained, monitored and provided trouble-shooting for technical, logistics, and networking issues in corporate head office.
- Played instrumental role in proactively developing a software program that would record, manage and track all contact-related communications of physicians who attended training events, in order to grow more productive business relationships.
- Streamlined business processes within the office, significantly increasing operational efficiency levels. Collaborated with IT Network and Infrastructure Manager in corporate head office in United Kingdom on an on-going basis, to meet and exceed this goal.
- Created user-friendly software program to compile, convert and upload all physician-sales rep training DVD's simultaneously, improving quality, productivity and the company's bottom line.