




JIM ODOM

INBOUND MARKETER / STRATEGIST / CREATIVE / LEADER

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Inbound Marketing Strategist

Expert at increasing leads generated through digital and offline channels. Exceptional record developing & implementing innovative brand positioning strategies across multiple channels that result in long-term brand-equity maximization. Experienced deploying new business models, expanding channels, creating digital marketing campaigns, formulating effective go-to-market strategies, driving market awareness and working with IT, Design and Sales to formulate the most effective marketing strategies with attention to budgets, time frames, quality and business goals.

CORE QUALIFICATIONS & STRENGTHS

- 25+ years of proven leadership in managing and developing high performing teams
- Strategic Market Planning & Forecasting
- ROI, Value Proposition & Profit Optimization
- Product Development, Introduction & Expansion
- Portfolio Management & Customer Retention
- New Product Planning, Architecture & Specification
- Ability to manage multiple and competing priorities
- Partnering with LOBs to build strategic consensus
- Creative Branding & Marketing Communications
- Competitive Analysis, Positioning & Pricing Strategies
- Product Refinement & Life Cycle Management
- Advertising, Mass Media & Digital/Online Marketing
- Direct /Indirect Channel Development & Optimization
- Proven ability to identify risk-related trends and provide effective and innovative solutions to remedy gaps and mitigate ongoing risk
- Effective communicator

EXPERIENCE

J2O Designs, Inc.
2007 - Present

CEO / Creative Director

Founder and sole stockholder at J2O Designs, Inc., a Digital Marketing Firm.

- Digital Marketing Firm specializing in Inbound Marketing for medium to Enterprise sized businesses
- Develop strategy and implementation plans for search engine optimization (SEO), conversion rate optimization (CRO), social media and word of mouth marketing
- Business development and marketing plans, identifying and developing vendor relationships and growth opportunities, messaging, internet advertising and SEO
- Examine site analytics and determine necessary actions to adjust feature mix, customer experience and partner experience in order to maximize customer satisfaction and profit
- Identifying and implementing best practices in online and offline marketing
- Manage paid search marketing campaigns in Google Adwords, Bing, Facebook and LinkedIn

USAA
2005 - 2007

eCommerce Product Manager - Marketing

- Responsible for developing external web properties, search engine optimization, search engine marketing, AdWords campaigns, managing interactive agency campaigns
- Oversee the development of microsites for sponsorships including San Antonio Spurs, Washington Wizards, Washington Capitals, NASCAR, Army vs. Navy football game and other events
- Developed strategic, tactical and operational dashboards for external web properties
- Managed all Interactive Agency contracts and contract resources for design and development of external web properties
- Managed contracts related to sponsorship activities including management of sweepstakes, game development and prospect email lists

Experience (cont'd)

- USAA
2002 - 2005
- **Director, Integration and Change Management**
 - Responsible for defining, developing and implementing Enterprise Change Management strategy and business processes for e-Commerce channels
 - Managed team of 10 integration managers, each focused on separate line of business or e-Commerce channel
 - Identified and analyzed new technologies for integration opportunities
- USAA
2000 - 2002
- **Director, eCommerce Channel Operations**
 - Created and managed team of 23 project managers, graphic designers and web developers
 - Managed weekly production release schedule and maintained development, testing and production platform requirements for Member-facing Internet channel
 - Provided oversight of communications between internal business customers, corporate and eCommerce marketing teams, legal, design and development staff
 - Teamed with enterprise business partners developing strategic solutions and continuous improvement opportunities for eCommerce applications
- University of Texas System
1992 - 2000
- **Director, NewMedia/Distance Learning Center of Excellence**
 - Managed team of four full-time and 17 part-time multimedia developers, graphic designers and educational program development specialists
 - Oversaw development and administration of more than 200 distance learning courses and internal websites
 - Developed and administered a full schedule of training programs for faculty, staff and students to relating to multimedia production and online educational content development

EDUCATION

- New Mexico Highlands University
1990 - 1992
- **Marketing / Management Information Systems / Political Science**
Bachelor of Arts degree in Business Administration with an emphasis in Marketing and Management Information Systems and a minor in Political Science. Applied and accepted to MBA program in September 1994.
- University of North Texas
1985 - 1990

PROFESSIONAL EXPERTISE

- Director, Manager (26 years)
- Project management/client interaction (19 years)
- E-Commerce Development and Implementation (18 years)
- Web Design (26 years)
- Web Development (26 years)
- TCP/IP network implementation and management (8 years)
- Microsoft Access, Word and Excel app dev (12 years)
- RDBMS Design and Implementation (8 years)
- Cold Fusion Application Development (7 years)
- PC, Macintosh and Unix training and tech support (10 years)
- WindowsNT, Novell, BackOffice administration (6 years)
- Adobe Photoshop (20 years)
- ASP, HTML, DHTML, JavaScript, Perl and PHP (22 years)
- CSS, XML, XHTML (16 years)

LEADERSHIP & COMMUNITY SERVICE

- TEDx San Antonio, Marketing Director
- USAA Leadership Development Program
- McNay Art Museum, Member
- The Witte Museum, Member
- Fair Oaks Ranch Golf & CC, Member/Guest Golf Tournament Director
- Fair Oaks Ranch Golf & CC, Men's Golf Association Chairman
- Community Bible Church, Member