

Thomas James Swing III

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Marketing & Branding Specialist

WORK EXPERIENCE

CHIEF MARKETING & BRAND OFFICER / OWNER

2016 - Present

Zagrun Digital (Marketing Agency)

zagrun.com

- Worked locally and remotely to design & build dozens of marketable websites for clients (Wordpress, Magento, Drupal, Shopify, etc)
- Lead multi-channel marketing campaigns - both organic and paid - for small, medium and large businesses.
- Branded and rebranded most clients to set up proper marketing foundations.
- Helped create professional product photography & brand videos to support marketing efforts
- Constructed multiple online products (e-shops, registrations, boards, schedulers, etc) to assist in sales and branding growth.

MARKETING & ECOMMERCE MANAGER

2013 - 2016

Snow Commerce (Ecommerce Agency)

snowcommerce.com

- Managed all proprietary ecommerce digital integration products
- In charge of branding and marketing initiatives for Snow Commerce as well as clients
- Oversaw client ecommerce solutions/strategies - including ecomm website, cart design, fulfillment, packaging, .
- Assisted in technical development and configuration of ecommerce platforms & integrations

PRODUCT MARKETING MANAGER & DIRECTOR OF MARKET DEVELOPMENT

2010 - 2013

Dotloop (E-Sign Software Company)

dotloop.com

- Configured the proprietary app/website for increased usability/UX and engagement.
- Oversaw all product & marketing roadmaps & campaigns.
- Managed all product update launches and follow-up marketing & messaging.
- Lead efforts to open new markets for the software through strategic partnerships and business opportunities

DIGITAL WEB & EMAIL MARKETING MANAGER

2010 -
2013

Epsilon (Loyalty Marketing Agency)

epsilon.com

- In charge of all client's website updates on a weekly basis.
- Completed weekly email campaigns to hundreds of thousands of customers
- Assisted with internal process and policy initiatives for technical areas.
- Reported directly to VP of Client Services

DIGITAL BUSINESS & TECHNICAL SYSTEMS ANALYST

2008 -
2010

Possible Worldwide (Marketing Agency)

possible.com

- Main job was to oversee the technical and business specs for every project.
- Assisted with website updates for many Fortune 500 clients. (P&G, US Bank, Fidelity & Conagra Foods)
- Aided with initial marketing brainstorm meetings for each client project

SKILL SETS

- Product Management & Marketing
- Web, Email, Social & Print Marketing
- Web Design & Development
- Corporate Branding & Identity
- Promotional Merch & Swag Design
- Print-On-Demand Process
- Creative Graphic Design
- UX/UI Strategy
- New Market Development
- Photography/Videography Production
- Ecommerce Strategies
- Web Analytics & KPIs
- Copywriting, Blogging & Content
- Prize Marketing
- Paid Search & Social Ad Management
- Search Engine Optimization

EDUCATION

Associates Degree in Web Development & Design
2007 - ITT Technical Institute
Cincinnati, OH

High School Diploma
1991 - Anderson High School,
Cincinnati, OH