MARTIN MCGEE

DIGITAL MARKETING TECHNOLOGY AND INTEGRATION CONSULTANT:
HELPING CLIENTS IDENTIFY AND STRATEGICALLY SOLVE PROBLEMS

QUALIFICATION HIGHLIGHTS

➢ Creative and talented web development leader with numerous successes directing large-scale projects from conception through launch.

➢ Successful in identifying and capitalizing on opportunities and delivering key solutions to corporate marketing challenges.

➢ Able to communicate technology clearly and concisely at all levels, including partners, clients, peers, and senior management.

➢ Respected leader and team builder, managing global teams, building cohesion, and inspiring individuals to achieve common goals.

➢ Consistently delivering "world-class" marketing solutions, on time and on budget for Fortune 500 and multi-lingual clients.

KEY STRENGTHS

Strategic Planning
Executive Management
Information Architecture
Team Building & Leadership
Project Management
Client Management
Web-Based Solutions
Responsive & Mobile Development
Motion Graphics Animation

PROFESSIONAL EXPERIENCE

THE WEST EDGE GROUP
Managing Partner

2001 – 2008, 2013 – 2017 & 2020-Present
Kirkland, WA

Work with creative agencies and direct clients to strategize, lead and implement marketing technology and motion graphic animation initiatives. Sought out by past contacts for subject matter expertise to build and strengthen development practices.

- Plan and build HTML5 animations for banner ads and interactive product demonstrations.
- Manage relationships with clients and creative agency partners to facilitate smooth project development and launch.
- Create and update technical and administrative user documentation for CMS, commerce and email marketing solutions.
- Build and manage marketing and customer support web sites using Adobe Experience Manager (AEM) and WordPress.
- Strategized and implemented a corporate career site with Workday custom report API's and Salesforce ExactTarget API's.
- Contracted by digital production company to provide CEO role and productize professional services offerings.
- Architected, developed and produced documentation for API's using Node.js and the restify framework.

STERLING
Director of Digital (Interim)

2019
Bellevue, WA

Engaged by CMO to provide continuity and leadership for the corporate marketing digital team during permanent replacement search.

- Maintained progress on multiple high-profile digital initiatives and facilitated transition to new Head of Digital.
- Led development and rapid deployment of multiple global re-branded marketing and partner support websites including DNS and hosting transitions.
- Worked closely with internal stakeholders to identify and successfully address digital marketing goals and requirements.
- Implemented custom HTML email components and templates to support re-branding and additional flexibility.

ARCMEDIA STUDIOS
Vice President of Development

2017 – 2019
Seattle, WA

Brought on following long contracting relationship to strengthen development team, enhance client relationships and expand service offerings.

- Architected, developed and maintained marketing websites, mobile apps and user portals for a variety of companies in various industries.
- Provided UI/UX and information architecture, including wireframes and flow diagrams, for web and mobile applications.
- Managed team of developers and project managers across a variety of project and client sizes.

Martin McGee

SILVERLIGN GROUP, INC. (Acquired by eBay)
Director of Web Technologies

2010 – 2013
Bellevue, WA

Charged with building the web development and production department from the ground up. Established processes to effectively manage multiple client projects simultaneously. Architected and implemented Drupal, custom content management solutions, HTML email campaigns, and web-based applications for clients from a variety of industries, including Levi's, Dockers, Cisco Systems, Mattel, PG&E, PayPal and Driscoll's.

- Planned and led integration with various third-party web service API's.
- Developed and integrated custom applications and promotional content on Facebook.
- Worked closely with internal and external quality assurance teams to introduce a formal QA testing process to ensure quality outcomes throughout the development and delivery process.
- Championed a broader adoption of tools for project planning and communication, enterprise-wide.
- Collaborated with multiple developers in the implementation of software version control across all web development projects to facilitate tracking and roll-back capabilities.

DECISION COUNSEL
Managing Director, Technology Development

2008 – 2010
Seattle, WA

Accepted permanent employment following successful freelance assignment to lead development projects, manage project budgets, and formalize and expand the company's development practice. Formed team and conducted high-level training to improve team's skillset. Established streamlined processes for efficient project management.

- Led application development and marketing technology projects to build client's brand and leverage emerging technology for companies including IDG, Computerworld and Salesforce.com.
- Ensured the development team's continual solutions development capabilities with the introduction of Drupal.

marchFIRST (Formerly USWeb/CKS)
Vice President of Web Development

1998 – 2001
San Francisco, CA

Retained following multiple acquisitions to lead international development teams in Europe and the United States in the development of website components for high-profile companies including Logitech, Ortho Biotech, Mazda USA and VISA. Assessed requirements to support international development effort and created prototypes for prospective projects.

- Managed over 20 developers, team leads, and quality assurance technicians across multiple offices.
- Completed deliverables on budget for a $ 9 M account.
- Introduced and implemented quality assurance procedures and testing equipment in the web development process, which freed developers from testing their own code, greatly improving quality.

SOFTAD GROUP
Senior Web Developer / Technical Project Manager

1997 – 1998
Mill Valley, CA

Drove numerous web development projects for Ford Motor Company's web sites and achieved over 90% utilization rate with projects completed on time and within budget. Managed resources, determined needs, and assigned developers. Architected and implemented tool combining client and server technologies to automate posting Ford Motorsport race results.

ZOOM.COM INFORMATION SERVICES
Director of Sales & Marketing

1995 – 1997
Fremont, CA

Assessed competitive landscape and developed product and service offerings for this startup organization, managing sales, capturing and supporting customers, establishing pricing, and driving revenues. Sourced vendors, negotiated purchasing, financing, shipping & payment terms. Increased revenue 30% without additional investments in infrastructure or headcount.

ADDITIONAL EXPERIENCE

GOLDEN GATE UNIVERSITY
Adjunct Faculty, School of Technology & Industry

2000 – 2003
San Francisco, CA

Developed and taught e-commerce courses online and in person. Created lecture materials, led online topical discussions and achieved 50% reduction in content overlaps across course offerings.

For more information: http://www.linkedin.com/in/martinmcgee

TECHNICAL EXPERTISE

HTML5 • CSS3 • SASS • Bootstrap • JavaScript • jQuery • JSON • XML • AJAX • PHP • Perl • Node.js • Restify • Drupal • WordPress • Shopify • Adobe Experience Manager (AEM) • Workday • HubSpot • Pardot • iContact • Magento • MySQL • SQL Server • AWS • Git • SVN • Adobe Animate • Photoshop • Dreamweaver • Apache • IIS • Microsoft Windows • Linux • MacOS • Facebook • Twitter • Google Analytics • Google Tag Manager • Teamwork • Basecamp • Asana

PROFESSIONAL ORGANIZATIONS

AAF SEATTLE   2005 – Present
President (2014-16 & 2018-19)

EDUCATION

BS – Cal Poly, San Luis Obispo, CA