

# Michael Joseph Thom

[address redacted]

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## IT/IS Experience

### Computers/Technology

- Built custom computers, installed and managed operating systems – Mac OS and Windows (3.1, 3.11, 95, NT, 98, 2000, XP, Vista, 7, and 8)
  - Overhauled and managed network infrastructure for Slingshot SEO/digital **relevance**
  - Oversaw decision-making, purchase, and implementation of completely new phone system
  - Designed and maintained Linux website, development, and other cloud servers
  - Researched, audited, and managed many vendor and potential vendor relationships
  - Worked in a client-facing role in ExactTarget's Services organization
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## Skills/Abilities

### Marketing Skills

- Understanding of search engine processes, procedures, and uses
- Knowledge of search engine optimization (SEO) – both on-site and off-site
- Ability to efficiently find answers by using available resources, including Google
- Competency creating valuable, relevant posts on high-authority websites
- Background in email marketing and inbound marketing principles

### Leadership

- Highly self-motivated, accountable, self-directed, and attentive to detail
- Ability to effectively prioritize and execute tasks in a high-pressure environment
- Strong leadership skills
- Confidence intermediating between conflicting parties
- Comfort taking and providing criticism and compliments
- Ability to conduct and direct research into IT issues and products
- Effective written and verbal communication skills
- Ability to present ideas in business-friendly and user-friendly language

### Technical Skills

- Advanced knowledge of PC and Mac desktop computing hardware and software
- Technical knowledge of current network and PC operating systems, hardware, protocols, and standards
- Experience with HTML, CSS, JavaScript, Visual Basic, and SQL/MySQL
- Working knowledge of programming principles
- Familiarity with gamut of browsers, email clients, operating systems, and platforms

### Software

- Microsoft Office (all versions): proficient in Word, Excel, Access, PowerPoint and Outlook
  - Adobe CC/CS 3/4/5/6: proficient in Premiere, Photoshop, Dreamweaver, and Acrobat
  - Firefox, Chrome, Internet Explorer, Opera, Safari
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## Education

**Bachelor of Arts, Music Education**  
**Ball State University, Muncie, IN**

2004-2008

- Major: Music Education, K-12 Instrumental/General
  - 3.8 GPA, graduated *magna cum laude*
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**Work  
Experience**

**Director, Information Services**

DK Pierce & Associates, Zionsville, IN

2013-present

- Managed various projects, both technical and in support of customer needs
- Internal and external customer management
- Corporate planning
- Oversight and management of current and potential vendors

**IT Operations Administrator**

Slingshot SEO/digitalrelevance, Indianapolis, IN

2012-2013

- Oversaw many transitions in employees, technology, and vendors
- Managed numerous vendor relationships and vetted potential vendors
- Planned, executed, and supervised complete network infrastructure overhaul
- Planned, executed, and supervised complete phone system overhaul
- Forecast and maintained a monthly budget and worked closely with Accounting
- Attended to any facilities/maintenance-related needs, either directly or via a vendor
- Transitioned to fully-internal IT ticketing and help desk support
- Contributed to company's success by offering help wherever it was needed

**Social Media Networker**

Slingshot SEO, Indianapolis, IN

2010-2012

- Established authority and credibility in online forums and blog environments
- Wrote highly targeted, relevant comments and posts
- Assisted clients in achieving success through higher SERP rankings
- Learned principles of SEO
- Researched SEO best practices and industry trends and evolution
- Blogged about search industry and related technology
- Contributed to company's success by offering cross-functional assistance as requested

**Deployment Consultant**

ExactTarget, Indianapolis, IN

2009-2010

- Built emails in HTML, CSS, JavaScript, and ET's proprietary language
  - Managed/manipulated data and queries in SQL Studio
  - Created efficient solutions to client needs
  - Consulted with clients on email and data best practices
  - Interacted daily with enterprise clients such as Nike and Ally Bank
  - Performed campaign-specific quality assurance testing
  - Wrote and compiled documentation for our processes
  - Blogged about design and code best practices and nuances
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