

**John McElhenney**  
6401 Whitemarsh Valley  
Austin, TX 78746  
512-909-9949  
john.mcelhenney@gmail.com

## **eBusiness Team Lead | Search & Social Media Innovation**

<http://uber.la> | <http://friendfeed.com/jmacofearth> | <http://twitter.com/jmacofearth> | <http://en.wikipedia.org/Jmacofearth>

Leadership and management of creative and technical teams in the design and delivery of interactive marketing solutions. Over 15 years demonstrated leadership in the creation of customer-driven web experiences that contribute to increased sales, brand awareness and promotion, and customer retention and satisfaction. A strong working knowledge of user-experience design, branding/marketing, social media strategy, agile program development and creative process.

**Passions:** social media for business, creativity + process = innovation, creative direction and design, extreme/agile process, global/virtual team leadership, online collaborative environments, search engine marketing, digital audio

### **Creative and Technical Team Leadership**

Extensive experience in design direction and execution of advertising and marketing campaigns; focused project execution and guidance of project teams, global team leadership; continued hands-on knowledge of visualization/design tools and rich media applications.

### **Marketing Program Manager**

Experienced in aligning multiple programs and objectives into a cohesive online marketing strategy; tactical execution of multiple programs; proven track record with 10 years of entrepreneurial business success.

## **Work Experience**

### **Sr. eBusiness Consultant - Social Media / Dell – Global Online Team, Round Rock, TX [FEB 2007-FEB 2009]**

Member of global team managing the evolution of on Dell.com worldwide.

- Technical and creative lead on a Google Mashup for ridesharing launching 12/3/08. [dell.ridesnearme.com](http://dell.ridesnearme.com)
- Currently working on the evolution of dell.com via community and social media for large business and channel marketing (Dell TechCenter/ Power Solutions Online Magazine)
- Program manager for the integration of community elements (blogs, forums, wikis) into Dell.com
- Global syndication of content and design for Dell Premier (Dell's large business transaction layer)
- Program manager for the August 2007 online launch of VOSTRO desktops and notebooks for Large Business and Public (Government, Education & Healthcare) Customers
- Directed the redesign of the Healthcare and Federal Government online business portals to increase sales for those customer channels
- Lead virtual global teams to complete all programs in scope and on time while meeting key success metrics related to each program

### **Interactive Director / Tocquigny – Interactive + Marketing, Austin, TX [2006-2007]**

The primary, interactive and emerging media technologies services leader and strategist for large and medium agency accounts.

- Develop strategic, innovative, solution-oriented approaches that leverage interactive and emerging media technologies to build the client's business and market position
- Interactive producer and client manager for LovelsRespect.org social web launch
- Author and Presenter on Microsite Strategy, Search and Social Media, and Purchase Path Optimization

### **Content Manager / Powered – Educational Internet Marketing, Austin, TX [2006]**

Managing a 10-person creative team in the development of educational content. Worked directly with the VP of Client Services to build strategic plans that aligned with a client's existing marketing strategy. Clients included: Sony, HP, Motorola, Yahoo/Hotjobs, AOL, Business Week, Forbes, iVillage, Buy.com, Corel.

- Team management and leadership in the creative development of clients marketing programs
- Successful bluetooth industry innovation report responsible for landing Motorola's mobile division
- Worked with Client Managers to build a successful portfolio of online courses

**Executive Producer / Axiomfire – Internet Marketing (SAAS), Austin, TX [2004-2006]**

Performing as the operations director in charge of strategic planning, development and leadership of primary client accounts. Roles include account supervision, project management, process improvement and team/resource allocation. Oversaw team management and content creation from creative brainstorming, design, development, QA and technical delivery. Integral part of executive team to direct business focus and account development.

- Successful client management in the execution of internet marketing programs
- Established processes for design, development and quality assurance for the delivery of B2B educational marketing dialogues
- Leadership of 4-person services and creative team driving content production

**Executive Producer / ActiveMedia – Internet Development, Austin, TX [1997-2004]**

Established interactive marketing and design agency for successful website design, web advertising, SEO and integrated marketing. Team leadership of 2 - 10 people both locally and internationally. Clients included: Compaq, Dell, HP, Blaine Pharmaceuticals, Absolute Multimedia and Eurway.

- Creating integrated marketing campaigns (email, newsletters, search engine marketing)
- Client management and creative implementation of all projects
- Responsible for project success by coordinating marketing strategy, design, and technical production of web marketing programs
- Negotiation and management of external contract teams

**Director of Interactive Services / Media|Forum – Interactive Design Firm, Brighton, UK [1996-1997]**

Recruited to establish and grow the web marketing business, including opening an Internet development office in Austin. Generated \$500K of web design business in the first six months. Managed development teams of 4 - 10 people across multiple countries. Clients included CSC, HP and Compaq.

- Managed creative and technical teams developing online marketing strategy and web design
- Primary creative direction and project management of multi-functional web development teams in US and UK
- Client management and project leadership for several simultaneous international web projects

**Executive Producer / SicolaMartin (a Y&R agency) – Advertising Firm, Austin, TX [1994-1996]**

Designed and developed interactive projects independently and ultimately as the leader of a larger team. Responsible for business development, client supervision and new technology exploration. Reported directly to the executive team and managed the day-to-day operations of the interactive department. Clients included: Dell, IBM and Motorola.

- Directed the development of SicolaMartin's interactive team, growing business revenue to \$1 million in 2 years
- Managed growing staff of client managers, project managers, producers, programmers and designers (1 - 14 team members)
- Accountable for resource management, design direction, project management, QA and delivery

**Interactive Services Director / SicolaMartin (a Y&R agency) – Advertising Firm, Austin, TX [1993-1994]**

Studied and produced early multimedia presentations. Initial success in design and implementation led to more advanced projects and ultimately to high-profile web marketing projects. Promotion to team leader. Clients included: Dell, Motorola and Blaine Foods.

- Co-founded and managed the interactive group
- Acted as client manager and creative director for initial multimedia projects
- Identified and negotiated partner relationships to increase company's creative services portfolio

**Graphic Designer / SicolaMartin (a Y&R agency) – Advertising Firm, Austin, TX [1991-1992]**

Created and produced graphic design for print and direct mail advertising.

**Education**

**University of Texas, Austin / B.A. English**