

TOM O'DEA

SUMMARY

Motivated self-starter that thinks creatively and has superb problem solving and analytical abilities. Exceptional leader with extensive technical background and over 10 years of interactive marketing experience, specifically in web design and development.

SPECIAL SKILLS

My professional and personal experience has honed the following skills and personality traits:

- **Problem Solving** - My well-rounded background and personality enables me to solve problems in many areas of a company creatively and efficiently.
- **Leadership** - I've led successful teams from 3-50 people in a variety of manners.
- **Teamwork** - My team-first attitude and extroverted personality enables me to work well with co-workers, managers, subordinates and clients.
- **Attention to Detail** - A combination of creativity and attention to detail enables me to discover and resolve issues that can often be overlooked.
- **Communication Skills** - My jack-of-all-trades professional background and zest for experiencing new cultures and all that life has to offer helps me relate to almost anyone.
- **Information Integration and Analysis** - I am passionate about data and metrics and finding the best way to use them to improve processes and make smart decisions.
- **Web Design** - I develop search- and user-friendly websites (see projects at tomodea.com).

EMPLOYMENT HISTORY

ROCKET WHALE, INC. - FOUNDER & CEO, ATLANTA, GA (9/10 - PRESENT)

We're making simple, web-based software to improve communications within small companies.

WHOLE WORLD IMPROV THEATRE - ACTOR, ATLANTA, GA (1/10 - PRESENT)

Perform short-form improvisational theater in front of up to 125 audience members. Interact with audiences pre- and post-show. Volunteer as house manager or to run camera, lights and sound.

VERY FUNNY GIFTS, INC. - OWNER/CEO, ATLANTA, GA (3/08 - 12/10)

Manufacture and market a unique gift: candles scented for men. Set up partnerships and created a company structure and website that minimizes every-day operational efforts.

LASER DESIGN, INC. - GENERAL MANAGER, ATLANTA OFFICE, ATLANTA, GA (11/08 - 3/10)

SALES - Gathered requirements, quoted, followed up and closed new business accounts for both products and services. Worked with clients and our internal engineering team to determine the most profitable, yet cost-effective, solution to the client's current and future problems.

BUSINESS STRATEGY - Made recommendations to LDI's owners regarding short and long-term business strategy decisions. Explored partnerships and negotiate on company's behalf.

ENGINEERING - Made manufacturing and engineering recommendations to clients. Performed service projects using 3D scanners and photogrammetry. Trained clients on use of hardware and software. Worked with teams of engineers in India and China to complete projects.

3DSCANCO, INC. - DIRECTOR OF OPERATIONS/VICE PRESIDENT, ATLANTA, GA (5/06 - 10/08)

BUSINESS STRATEGY - Initiated, negotiated and closed a 6-figure asset buyout of the company to Laser Design, Inc. Worked with company owners to make short and long-term business strategy decisions. Drafted and negotiated contracts and agreements with C-level partners and clients.

OPERATIONS - Created, implemented and maintained business systems to increase efficiency in all aspects of the company, including sales, marketing, accounting, human resources, engineering and product development.

SALES AND MARKETING - Gathered requirements, quoted, followed up and closed new business accounts for both products and services. Wrote and managed the creation of marketing content, including press releases, case studies, magazine ads, newsletters and other collateral. Made media buying decisions to ensure efficient use of marketing resources and budget.

ENGINEERING PROJECT MANAGEMENT - Managed a team of engineers in order to ensure satisfactory completion of service projects. Worked with clients to set proper expectations and ensured project success from close of sale to receipt of final payment.

"Tom is a franchise-player in the making and would be a first-round draft pick in any league. I am impressed with his ability to see the big picture and drill down to the details to see how all the pieces fit.

Most importantly, he understands technology but has people skills that make him an extraordinarily valuable asset on any team." - Business Partner



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“Tom has exceeded expectations in his development and is outpacing his peers. He is bright enough and has the aptitude and attitude to achieve whatever he sets out to do.” - Manager



HUMAN RESOURCES - Set up performance metrics and plans for employees and met on a regular basis to discuss career goals, advancement, performance and any other issues. Interviewed and evaluated all new job candidates.

ACCOUNTING AND BOOKKEEPING - Set up and maintained a Quickbooks accounting system. Reported financial metrics and made recommendations to company owners on what actions to take. Managed AR and AP and worked with clients to ensure financial stability.

PRODUCT DEVELOPMENT PROJECT MANAGEMENT - Worked with clients and internal resources to develop 3D scanning products and software. Performed and managed market research, requirements gathering, ideation and development of new products. Managed external contractors and outsourced work to ensure requirements and specifications were met.

HEWITT ASSOCIATES - SYSTEMS CONFIGURATION ANALYST, ATLANTA, GA (8/04 - 5/06)

Managed projects, issues, defects and client requirements to properly set up, maintain and test a 401(k) benefits system that supports 7 clients and over 100,000 people. Managed IVR phone system that participants use to access the system. Supported production environment and executed workflow and defect management. Helped manage and coach a team of associates in India.

AARHA - CO-FOUNDER AND LEAGUE DIRECTOR, ATLANTA, GA (2003 - 2005)

Took advantage of a market opportunity to found the Atlanta Amateur Roller Hockey Association. Managed a team of referees, scorekeepers and team captains to provide an affordable, enjoyable and profitable league for over 150 players. Oversaw all operations, marketing and finances to maintain its status as the best adult roller hockey league in the Atlanta area.

GEORGIA TECH RESEARCH INSTITUTE - ATLANTA, GA (2001-2003)

ASSISTANT WEBMASTER / ASSISTANT DBA / SOFTWARE ENGINEER

Designed and maintained GTRI's intranet web site, including documentation and formatting of company resources. Networked with clients and co-workers to implement user-friendly and appealing web sites. Managed user accounts, client data and data servers. Provided support to those having computer or network trouble. Followed an SDLC to create object-oriented Internet applications using Java, SQL and HTML in a team environment.

GE INDUSTRIAL SYSTEMS - WEB DEVELOPER, PLAINVILLE, CT (1999 - 2000)

Developed and maintained part the GE Industrial Systems intranet site in a team-based setting.

EDUCATION

Georgia Institute of Technology - Atlanta, GA

Bachelors of Science in Management, 2003 - Graduated with Honors

Certificate in Information Technology

TECHNICAL SKILLS

SOFTWARE - Adobe Creative Suite; Microsoft Office; Lotus Notes; Mainframe tools; assorted CAD programs; Quickbooks; various 3D scanning equipment and software; Salesforce.com; Basecamp; Google Docs, Analytics, Webmaster and AdWords; Shopify; Wordpress.

COMPUTER LANGUAGES - XHTML, CSS, SQL, ColdFusion, PHP, JavaScript, Liquid and Java.

AFFILIATIONS

AMERICAN MENSA - Member

OTHER ACTIVITIES

I enjoy traveling, especially internationally. I play on a men's baseball team during the summer and enjoy the occasional snowboarding trip in the winter.