



# Tim Bannock

Digital Asset Management | Project Management | Digital Marketing

818-794-9605

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North Hollywood, CA

## SUMMARY

Having cut his teeth in the music and entertainment retail industries, Tim is a fast-working project manager, digital asset coordinator, and marketing coordinator who prizes efficiency and expertise in all of the aspects of his work.

## EXPERIENCE

2012-Present

### The Disney Store

*Producer*

- ❖ **Digital Asset Management.** MarvelShop.com and Disneystore.com digital asset requests, approvals, storage, and assignments.
- ❖ **Project Manager.** Digital asset design and implementation for MarvelShop.com redesign.
- ❖ **Multimedia Assets.** Movie trailer re-encoding and upload, digital video production and management for landing page & social media marketing.

2009-2012

### L.A. Wheel and Tire

*eCommerce & Marketing Manager*

- ❖ **Marketing Manager.** Digital & email marketing campaign management, analytics, and asset production.
- ❖ **eCommerce Manager.** Omni-channel selling strategy, Search Engine Optimization.
- ❖ **Digital Video Advertising.** Video production, digital formatting for multiple channels including YouTube, video ads, and banner placement.

2006-2009

### Kaman Industrial Technologies

*eCommerce Analyst*

- ❖ **Technical Document Writer.** SOP, training, and QA test scripts.
- ❖ **Front-end Design & Development.** Inrumec.com and web analytics implementation.
- ❖ **Item & Asset Management.** Data warehousing and catalog integration; website marketing asset management and merchandising placement.

1999-Present

### Freelance / Consulting

*Business Development & Strategy,  
Publisher, Editor*

- ❖ **Writer, Designer, Marketing.** Music industry talent interviews and online news programming, 6 independently published gaming supplements.
- ❖ **Producer, Social Media.** neuronphaser.com, Laurie-Landry.com.
- ❖ **Editor.** *Reckoning – The Emphyrean Chronicle Book 1* (Patrick Siana, 2013), and three independently published tabletop games.

## EDUCATION

- ❖ **Capella University** – Marketing & Project Management
- ❖ **University of Connecticut** – Bachelors of Liberal Arts & Sciences (English: Publishing)
- ❖ **New Horizons of Connecticut** – Microsoft Project Training

## SKILLS

- ❖ **Technical Expertise.** All major Operating Systems and mobile optimization; digital video production; digital marketing asset management; technical writing and document design.
- ❖ **Project Management.** Manage teams of ~20; short- and long-term projects (from 3 months to 1.5 years) with budgets upwards of \$2.6M; asset request, approval, and delivery through JIRA and other project management systems.
- ❖ **Business Development.** 6 months to open 4+ new selling channels leading to \$1M+ increase in revenue.
- ❖ **Marketing and Public Relations.** Manage 10+ social media accounts, email campaigns, and engage customers via forums and social media (YouTube, Facebook, Twitter, Yelp, AdWords, and specialty forum & banner ads).