

# David J. Gagne

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Decisive, action-oriented and results focused, while driving solutions for brand recognition, content development, revenue generation and community building on print and interactive projects. Consistent results handling business objectives and values for clients in multiple industries including: technology, consumer/enterprise software, music, financial, real estate, telecommunications, automotive, government, and the food service industry.

## Recent Professional Experience and Achievements

### **Independent Consultant - *Project Manager / Visual / Sound Designer***

**July 03 – Present**

Award winning projects in both print and interactive methodologies.

**Most Recent**, Tropicana – Las Vegas, NV: Responsible for planning, coordination and execution of the development and production of print and online marketing products. Project managing the implementation of the company's overall interactive presence, direct marketing and sales materials and go to market strategy.

Other projects include: consulting and development of graphic products, brand awareness and visual communication as a project manager, print / interactive designer and sound designer for small to large international businesses.

Clients include: Verizon, Harley Davidson, Washington Mutual, Visa, Hitachi. Full client list available upon request.

### **St. John's Capital Group - San Jose, CA** **Marketing / Communication Manager**

**August 2007 – 2008**

Managed advertising and marketing communication activities for the entire company as well as provided input on financial products and services offered.

Increased assets under management from 50MM to 200MM through the conception and execution of marketing strategies and programs for the expansion and profitability of new and existing financial products and services.

- Achieved increased sales from direct marketing activities and direct response campaigns.
- Developed / conceptualized general marketing plan and won approval from CEO, CIO and board of directors.
- Provided leadership and project management to a team of content developers, graphic designers, interns and sales staff to produce and implement marketing strategies for the sales and new business procurement group.
- Provided fiscal management of the projects within the capital and expense budgetary limits.
- Developed schedule of activities to roll out marketing plan and measured results against periodic marketing goals and sales targets.
- Earned equity interest as a partner in the parent company.

### **Convergys Inc. formerly DigitalThink - San Francisco, CA** **Project Manager**

**August 2004 – 2007**

Assisted in successfully delivering a large scale implementation of e-learning products to the Microsoft sales group. Responsible for development, organization and control of project materials, schedules and costs. Functioned as a liaison between internal and external clients, technical and design staff, contractors and vendors from project conception to completion.

- As a result of smaller implementations the project team won the largest contract to deliver e-learning products to Microsoft.
- Built credibility, established rapport, and maintained communication with stakeholders at multiple levels, including those external to the organization.
- Assisted to define and initiate projects by identifying project phases and elements, studying project/client requirements, developing project teams, reviewing vendor/contractor bids and preparing cost estimates.
- Managed cost, schedule, and performance of component projects, while working to ensure the ultimate success and acceptance of the program.
- Identified project risks and developed risk mitigation plans.
- Provided workload balancing, prioritization, dependencies and integration of multiple projects to ensure feasibility of schedule.

Received the *Novell/CTP Client Excellence Award* - Recognition for contribution to American Honda Motor Corp.

Assisted in developing and executing visual design strategies, planning/estimating project timelines, defining project scope and delivering visual interface designs.

Notable projects include:

**American Honda Motor Corporation**, eHonda.com and eAcura.com  
Lead Interactive Designer

**General Dynamics**, Key Management Infrastructure Portal Website  
Lead Interactive Designer

**Washington Mutual**, The Rainbow Project  
Lead Interactive Designer

**Visa International**, Inovant, Enterprise Architecture  
Lead Interactive Designer

**Vodafone**, Consumer Wireless Portal (across all brands including Verizon in the United States)  
Interactive Designer

**Aurigin**, Portal Website  
Interactive Designer

**Doremus Advertising Inc., - San Francisco, CA / Visual Designer/Production Artist** **1999-2000**

Designed/produced nationally published print and online advertisements. Publications include: Wall Street Journal, Wired, Forbes, Financial Times, Industry Standard, Red Herring.

Assisted in designing and producing collateral materials, direct mailers, posters, and multi-media presentations  
Clients include: Hitachi, Credit Suisse First Boston, Morgan Stanley, Tektronix, Primestreet

**Aquent Partners Inc., - San Francisco, CA and Boston, MA / Consultant Visual Designer/Production Artist** **1998-1999**

Engaged in long term design and production contracts with the following clients: PeopleSoft, Doremus Advertising, Putnam Investments, J. Walter Thompson Advertising

**Artist Development Associates, - Framingham, MA / Visual Designer/Production Artist** **1994-1998**

Designed/produced music packaging, promotional materials such as direct mailers and posters and print advertisements for the music industry

## Awards

*P & I Investment Education Award* - Second Place award – postcard series for Fallon Clinic, Inc

*Novell/CTP Client Excellence Award* - Recognition for contribution to American Honda Motor Corp.

*Grand Master award from the Association of Realtors* - Outstanding achievement in residential and commercial sales/listings

## Technical Skills

Very experienced in both Macintosh and Windows Environments

**Admin:** MS Office products, MS Project, Google Docs, FileMaker Pro, MS Streets & Trips

**Design:** InDesign, QuarkXPress, Photoshop, Illustrator,

**Multi-media:** Final Cut Pro, Flash, Director, Pro Tools, Sound Edit, Media Cleaner Pro

**Web:** HTML, Dreamweaver, some Actionscript,

## Education

University of New Hampshire - BA, English

San Francisco City College

E-Commerce Certified, Novell, Inc. E-Commerce Fundamentals Course

Bay Area Video Coalition Video editing

California Real Estate License

## Languages

English, Portuguese